

Target Product Profile Assessment Advisory

Independent assessment of a TPP to optimize development strategy

↗ The challenge

Many target product profiles (TPPs) rely on internal assumptions rather than real-world clinical practice, payer expectations, and evolving competitive standards.

As a result, teams must navigate challenges such as:



Limited incorporation of real-world physician and payer perspectives into TPP design



Reluctance from external stakeholders to directly challenge sponsor assumptions



Lack of independent, blinded testing to assess whether a TPP is compelling, feasible, and truly differentiated



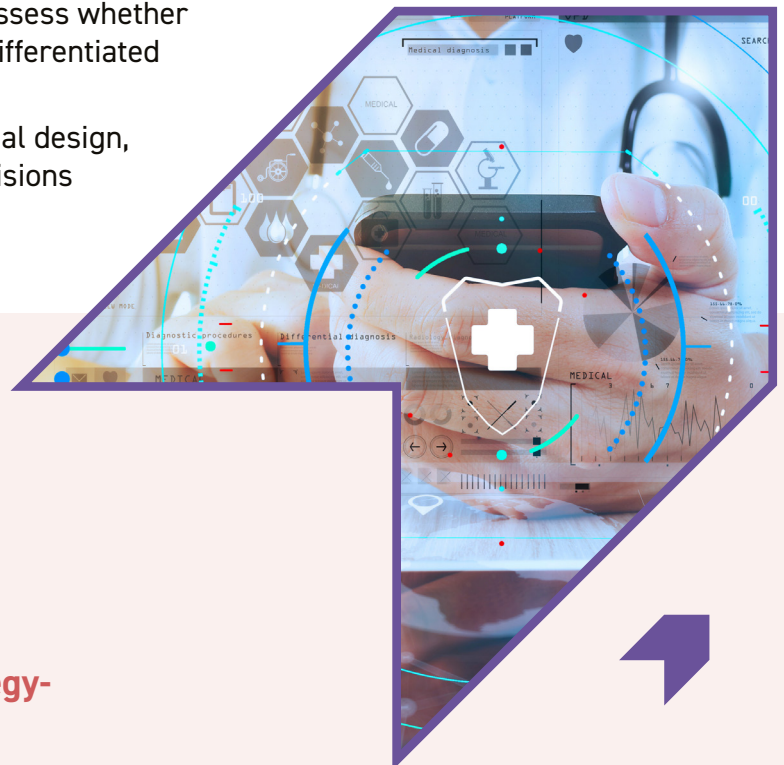
Early misalignment that cascades into trial design, indication choice, and market access decisions

↗ The result?

Weak differentiation, payer resistance, and avoidable late-stage risk.

Book a consultation:

evaluate.com/consulting/portfolio-strategy-and-analysis-consulting/






Our Solution: Target Product Profile Assessment Advisory

Evaluate's TPP Advisory delivers an independent, evidence-led assessment combining robust secondary research with blinded KOL and/or payer validation. We stress-test clinical, regulatory, and commercial assumptions to identify where the TPP will win, where it will fall short, and how to optimize strategy.

Our approach includes:

Product X: Efficacy and safety

Payer's view Product X's efficacy and safety profile favourably. Its impact on transplant success rates and CMV complications will determine its value

 <p>Dosage & administration</p>	<ul style="list-style-type: none"> Generally, payers don't view Product X's IV infusion requirements as problematic as providers and members are used to infusions One payer comments that the need for multiple infusions can impact patient adherence, but he expects these patients to be compliant One payer expresses concern that the IV route might lead to access challenges, considering the availability of several orally administered products for CMV prophylaxis 	<p>"These patients are usually critical enough that routine doctor's visits are going to be part of their treatment anyway, so having them go in for an injection is not a big deal." Payer 3</p> <p>"There can be compliance issues when you move anyone to an infusion, particularly when there is a course of infusions, but are the patients going to be compliant? The answer is yes." Payer 1</p>
 <p>Efficacy & safety</p>	<ul style="list-style-type: none"> Payers express a favourable view regarding Product X's efficacy, noting that reducing the occurrence of late-onset CMV disease by threefold is likely to be statistically significant One payer comments that one typically expects higher efficacy from infused vs oral products In comparison to toxic treatment like ganciclovir or valganciclovir, Product X's favourable safety strongly resonates among the payers 	<p>"Clinically I do have a positive impression of this product." Payer 2</p> <p>"Product X shows some efficacy, but it is not groundbreaking. The general coverage determination would be related to cost." Payer 1</p> <p>"It looks like it's very, very well tolerated, which is I think very important for this type of intervention." Payer 5</p>
 <p>Impact on transplant success</p>	<ul style="list-style-type: none"> From the payer's viewpoint, improving the overall transplant success rate is a crucial and Product X is expected to help achieve this 	<p>"To understand the financial value of Product X, we would consider quantifiable values such as its impact on the success rate of transplantation and the occurrence of CMV infection." Payer 3</p>

Citeline payer research (n=5)

Strategic TPP Assessment & Optimization

- Independent assessment of the TPP versus standard of care, unmet need, patient segmentation, competitive landscape, and trial feasibility benchmarks.
- Targeted secondary research synthesized into clear, decision-ready PowerPoint insights to support go/no-go, indication prioritization, and investment decisions.

Independent KOL & Payer TPP Validation

- Blinded KOL and/or payer validation to capture unbiased views on real-world TPP fit, differentiation, adoption drivers, and competitive pressure points.
- Evidence-based indication-level recommendations on progression, de-prioritization, and TPP refinement, delivered in a concise PowerPoint output.

Questions we help to answer:

- Where can our TPP win, and which indications merit progression?
- How do KOLs view unmet need, current treatment, and future competitive shifts?
- Does the TPP deliver clinically meaningful differentiation to drive adoption?
- What level of benefit is required to displace standard of care?
- How do payers assess value, access risk, and reimbursement potential?

WHY PARTNER WITH EVALUATE ADVISORY?



Integrated data and experienced consultants delivering rapid, consistent answers to early-stage questions



Access to an internal US payer panel to inform payer perspectives on pricing, reimbursement pathways, and access dynamics



Repeatable, evidence-based frameworks to support early go/no-go and portfolio strategy decisions

Whether you need to pressure-test a TPP, prioritize indications, or strengthen clinical and commercial strategy ahead of key decisions, partner with Evaluate Advisory to turn evidence into clear, actionable direction.

[Speak to an expert](#)