PORTFOLIO STRATEGY ADVISORY

Evaluate
a norstella company

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?

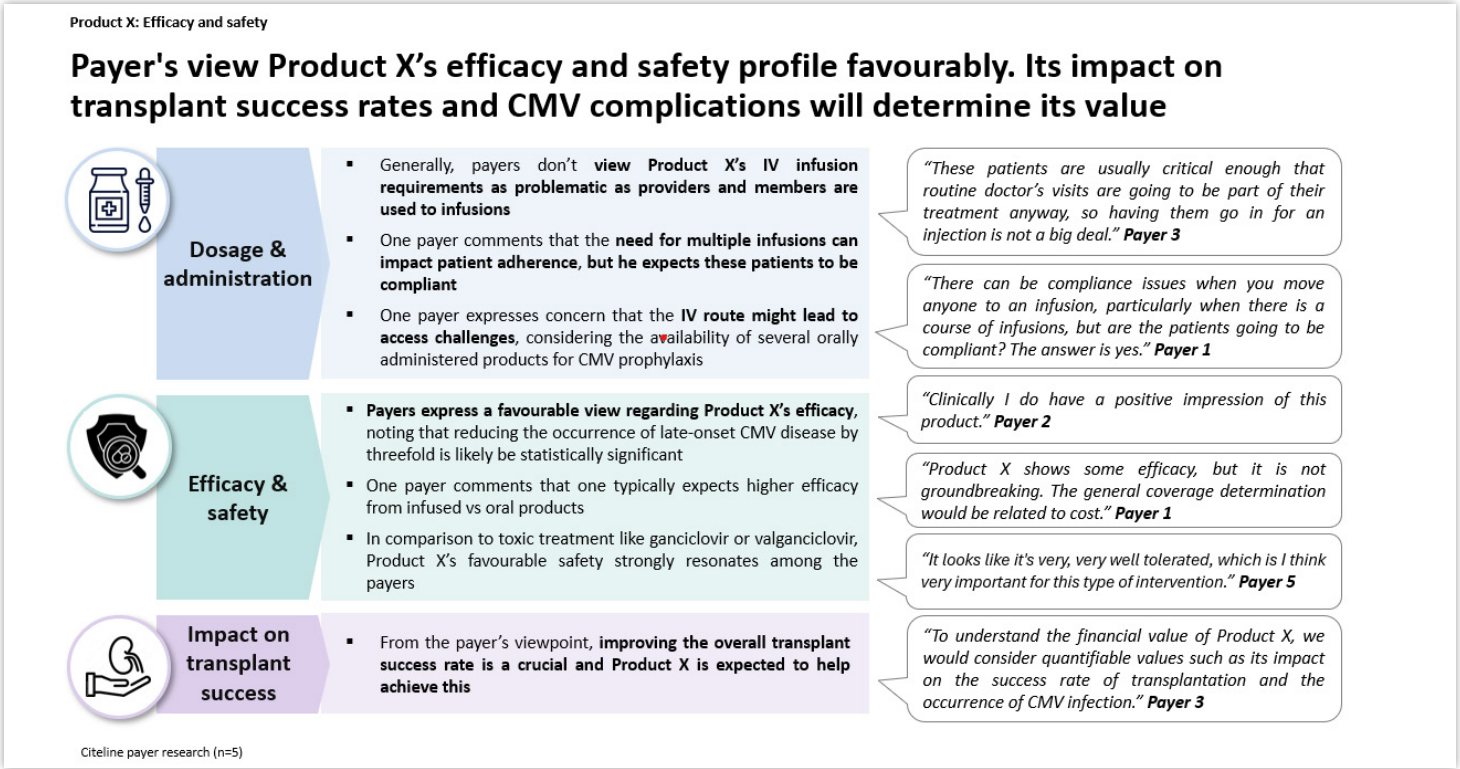
Weak differentiation, payer resistance, and avoidable late-stage risk.

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:



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

info@evaluate.com

Evaluate Headquarters
T +44 (0)20 7377 0800

Evaluate Americas
T +1 617 573 9450

Evaluate Asia Pacific
T +81 (0)80 1164 4754