

OPPORTUNITIES IN NEUROLOGICAL DISEASES

Context:

A Big Pharma company with no activity in Neurology is interested in entering into neurological disease management market.

Initial inputs:

Since several different types of neurological disease exist, the company assessed its internal resources and knowledge and decided that it will only consider targeting the following types:

1. Alzheimer's disease: 5.3 million people affected in the US according to the Alzheimer's Association
2. Parkinson's Disease: 1 million people affected in the US according to the Parkinson's disease Foundation (10 million worldwide)
3. Glaucoma: affects the optic nerve (which can be considered as a part of the brain); 4 million people in the US affected according to the Glaucoma Research Foundation.

Outcome:

The questions to which the company is asking answers are summarized in the suggested chapters of the report:

1. Biology/general mechanism and druggable targets
2. For the 3 diseases → estimate the market potential. Which type is the most attractive one?
3. Current drugs for each disease → action mechanism, price, revenues generated
4. Current tests/tools for diagnostics → technology, price, revenues generated
5. Companies involved → which ones are best positioned in this market? What is the competitive environment?
6. Final recommendations

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15.136J / 7.547J / 10.547J / ESD.691J / HST.920J / BCMP 230 Principles and
Practice of Drug Development
Fall 2013

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