

# MARKET REPORT



Hepatitis C: Game changing regimens to revolutionise treatment landscape - Consensus Outlook

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## Introduction

The worldwide hepatitis C (HCV) market is forecast to grow from \$4.7 billion in 2012 to \$17.7 billion in 2017. The catalysts for this growth include a boost in diagnosis rates following an increase in screening, and the introduction more effective and tolerable pipeline agents.

Therapy Trends Consensus Outlook: Hepatitis C provides an in-depth analysis of the products players and events that will shape the future HCV market.

Therapy Trends Consensus Outlook: HIV includes the following comprehensive resources:

Mechanism of action Future events

Event Assessments

Stay a step ahead with Therapy Trends Consensus Outlook updates. Over the next 12 months, you will receive updated market analysis and forecast reports each time a major market event breaks. Updates will be delivered straight into your inbox within days of each event's occurrence.

Whether it's a predicted product approval or an unexpected late stage failure, Therapy Trends has the resources and knowledge to keep you up to date with the latest market analysis.

Methodology

For each Therapy Trends report, FirstWord analysts produce a data analysis module—a Consensus Outlook—which provides annual historical and forecast product-level sales data. Historical sales data is derived from company information, while the five-year (2012-2017) product level sales forecasts are consensus projections derived from a comprehensive selection of continually assessed equity research reports.

Once a Therapy Trends data module is published, FirstWord analysts subsequently collate and evaluate the latest relevant reports published by equity research analysts and feed relevant updated forecasts into the Therapy Trends forecast model.

Consensus forecasts derived from the leading equity research analysts reflect the most up-to-date assessment of the pharmaceutical market, with equity analyst models updated to reflect a broad spectrum of events and catalysts, which range from the publication of quarterly financial results to in-depth discussions with leading key opinion leaders (KOLs). Consensus forecasts also act as an excellent benchmark against which other projections—produced either internally or by other third parties—can be assessed.

Equity research teams utilize a selection of analytical frameworks to generate product level forecasts, focusing heavily on patient and event based modelling. In addition to consensus forecasting, FirstWord Therapy Trend data modules also collate and analyse the key future events that are anticipated to impact product level forecasts and shape the broader context of a specific disease area - to produce a 'consensus calendar' of events designed to help inform FirstWord clients on how the market will evolve.

Leading equity research analysts have a deep intimacy with the prescription pharmaceutical market and the companies they cover; supported by unrivalled research resources, this highly analytical insight extends to the product franchises of these companies (driven by a 'bottom-up' forecasting methodology) and the strategic protocols being pursued by company management.

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