

Case: A Fortune 500 life sciences company wanted to understand the immunology diagnostics market dynamics with respect to competition, customer needs, solutions, and future strategic growth opportunities

DeciBio Tailored Approach:

Secondary Research:



- Conducted **analysis of clinical trial biomarkers and technologies**
- **Reviewed FDA approvals, drug label, and NCCN guidelines** to characterize the current cancer immunotherapy landscape and diagnostic workflows

Primary Research:



- Conducted **telephone interviews with oncologists, lab directors, and technology KOLs** to gather insights about current levels of diagnostic utilization, satisfaction, unmet needs, and anticipated trends
- Interviews were split evenly between the U.S., and EU-5 countries

Quantitative Analysis:



- Built a **comprehensive, global market model** to project the cancer immunotherapy diagnostic market size over 10 years, segmented by tech, geography, indication, sample type, and companion status
- The model allowed for **dynamic scenario building** based on varying assumptions about drug approval timelines, assays costs, and technology penetration

Outcomes:

- DeciBio delivered an in-person presentation to a cross-functional client team, with the results of the analysis input directly into the client's strategic planning
- DeciBio followed up with the client a year later to provide model assumption updates given the rapid pace of change in the cancer immunotherapy market

Project Summary

Industries:	<ul style="list-style-type: none"> • Clinical Diagnostics • Pharma
Topic:	<ul style="list-style-type: none"> • Cancer immunotherapy biomarkers and diagnostics
Project Components:	<ul style="list-style-type: none"> • Competitor Assessment • Data mining • Voice-of-customer Research • Market Sizing • Strategy Recommendations
Project Timeline:	<ul style="list-style-type: none"> • ~9 weeks
Geographic Scope:	<ul style="list-style-type: none"> • U.S., UK, Germany, France, Italy, Spain

By the Numbers

>170

Clinical Trials Analyzed

~2,000

Market Model Inputs

35

Stakeholders Interviewed

35

Market Model Segments and Sub-Segments