

# LGSOC CASE STUDY

January 10, 2024



# Transforming Customer Experience: A Case Study on Low Grade Serous Ovarian Cancer



## Introduction

This case study delves into the transformative journey of a biopharmaceutical company, emphasizing our role in elevating service quality and enhancing the customer experience. Our focus on addressing specific client needs and challenges aimed to drive sustainable growth and maintain a competitive edge in the market.



## Scope of Study

The goal was to estimate worldwide prevalence and incidence rates for Low Grade Serous Ovarian Cancer (LGSOC). Wissen Research provided a sample report showcasing features and capabilities. Following in-depth analysis and discussions, specific queries on market forecast predictions and the US methodology arose. Responding to this, a detailed report titled "Low Grade Serous Ovarian Cancer - Market Insight, Clinical Trial, Product and Patent Analysis, Competitive Analysis, and Market Forecast (2023-2033)" was shared. The comprehensive study covers LGSOC's epidemiology, diagnosis, treatment options, and emerging therapies, offering valuable insights for the next 10 years.



## Project Breakthrough

- What is the worldwide incidence rate?
- What is the worldwide prevalence rate?
- What is the total epidemiology market?
- The historic, current and forecasted trend of the market?
- Who are the current and emerging competitors?

## Secondary Research

### Solutions Offered by Wissen

- Worldwide Incidence Rate:** Through extensive research and data analysis, we determined that the worldwide incidence rate for Low Grade Serous Ovarian Cancer has shown a consistent trend of declining from 2020 to 2023 in US however, Japan has shown a slight increase from 2020 to 2022 due to genetics, reproductive history and medical treatment.
- Worldwide Prevalence Rate:** We discovered that the worldwide prevalence rate for LGSOC exhibited a significant increase over recent years. This finding emphasized the growing need for effective treatment options within the global healthcare landscape.
- Total Epidemiology Market Size:** Our study revealed that the total epidemiology market had experienced substantial growth due to advancements in medical research and increased awareness of diseases. The market size was estimated to be worth billions of dollars, presenting significant opportunities for our client.
- Historical, Current, and Forecasted Trends:** By analyzing historical data and current market dynamics, we identified that the Low-grade serous ovarian cancer market is expected to grow at a CAGR of 24.2% during the forecast period. Targeted therapies have emerged as a promising alternative to traditional anti-cancer treatments. Our forecasted trends provided valuable insight into future market opportunities.
- Current and Emerging Competitors:** We identified the top 10 key players of the market such as Merck, Memorial Sloan Kettering Cancer Center, Institute of Cancer Research, Sanofi are developing effective and approved treatment strategies. By examining their strategies, product portfolios, and market presence, our client gained a competitive edge and understood potential threats and opportunities.

**TREATMENT APPROACHES**

Current Treatment Approaches

Table 02

Stage of Treatment	Approved Treatment
Prevention	None
Diagnosis	CA-125, Transvaginal Ultrasound, MRI, PET-CT
Primary Treatment	Debulking surgery, Cytoreductive surgery, Platinum-based chemotherapy, Hormonal therapy, Immunotherapy, Targeted therapy, Radiation therapy
Maintenance Therapy	PARP inhibitors, Hormonal therapy, Immunotherapy, Targeted therapy

Research on New Treatment Options

Our Report Focus

**COMPETITIVE ANALYSIS**

Criteria for Scoring

Table 04

Key Parameters	Phase of Product Development	Target Patient Population	Phase of Product Development	Phase of Product Development	Phase of Product Development	Phase of Product Development
Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6	Phase 7
Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6	Phase 7
Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6	Phase 7
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Points to Note

- We are providing higher weightages to phases of product development followed by expected approval year, treatment type, target patient population, no. of clinical trials and no. of patents.
- Clinical trials are specifically related to LGSOC for the respective companies.
- The product which is in higher phase will be allotted higher scoring as they will be more nearer to approval phase.
- As per our analysis and secondary, we have considered a time-frame of 1 to 2 years for phase 3 drugs, 7 to 8 years for phase 2 drugs, 10 to 12 years for phase 1 drugs for the expected approval of drugs into the market. We have considered expected approval time of drugs on the basis of phases of product development and study completion date.
- Treatments in combination allotted higher scoring than individualized approaches because they are more-effective as per secondary searches.
- Targeting only recurrent type of disease allotted higher scoring as compared to newly-diagnosed type of disease because more number of drugs are developing for recurrent type of disease.
- For Sanofi (NCT01936363), since the drug has completed phase 2 trial but there is no information provided for phase 3 study. So, for the given clinical trial we have not specified the expected approval year.

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[info@wissenresearch.com](mailto:info@wissenresearch.com)

**US Address**  
Wissen Research LLC  
Gould St, Ste R  
Sheridan, WY 82801  
Phone: (+1) 510 240 9853

**India Address**  
Wissen Research Pvt Ltd  
World Tech 67, Plot ITC-10, Sector 67,  
Sahibzada Ajit Singh Nagar, Punjab  
160062  
(+91) 988 818 8353, (+91) 988 818 7306

**UK Address**  
Wissen Research Limited  
Jhumat House,  
160 London Road,  
Barking IG11 8BB  
Phone: (+44) 208 123 9353