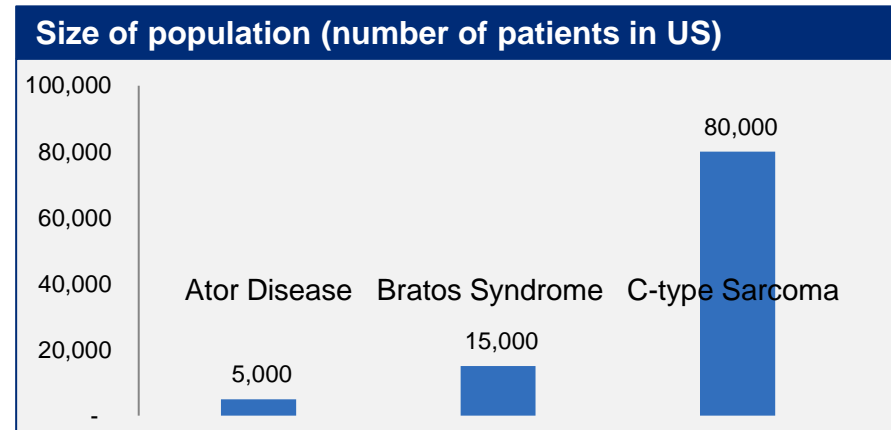
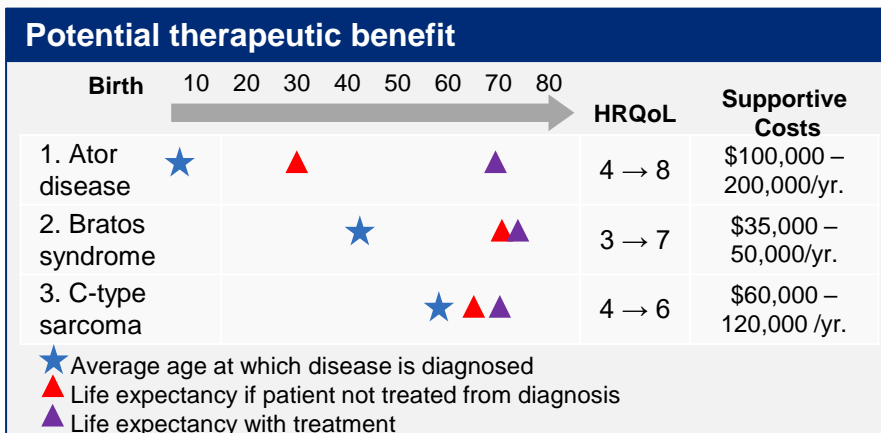


The company has secured investment of approximately \$225 million to allow the development of a new drug. Three potential target molecules have shown signals in early research for Ator disease, Bratos syndrome, and C-type sarcoma\*.



### Development time, risk, and cost

	Time	Cost	Probability of success
1. Ator disease			
2. Bratos syndrome			
3. C-type sarcoma			

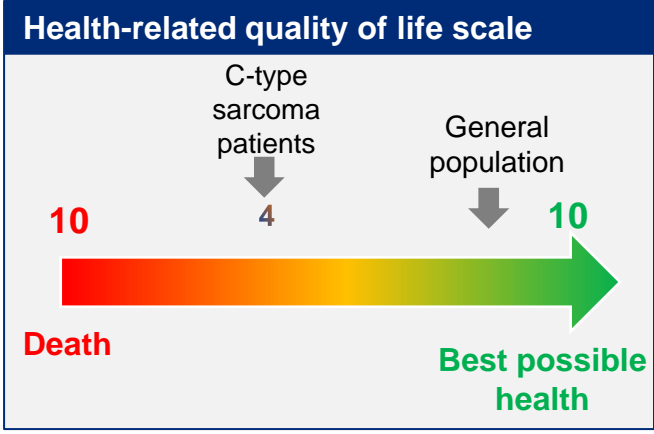
### Price potential

	Appropriate Range		Price required for return
	High	Low	
1. Ator disease			
2. Bratos syndrome			
3. C-type sarcoma			

\* Companies, drugs and diseases are fictional.

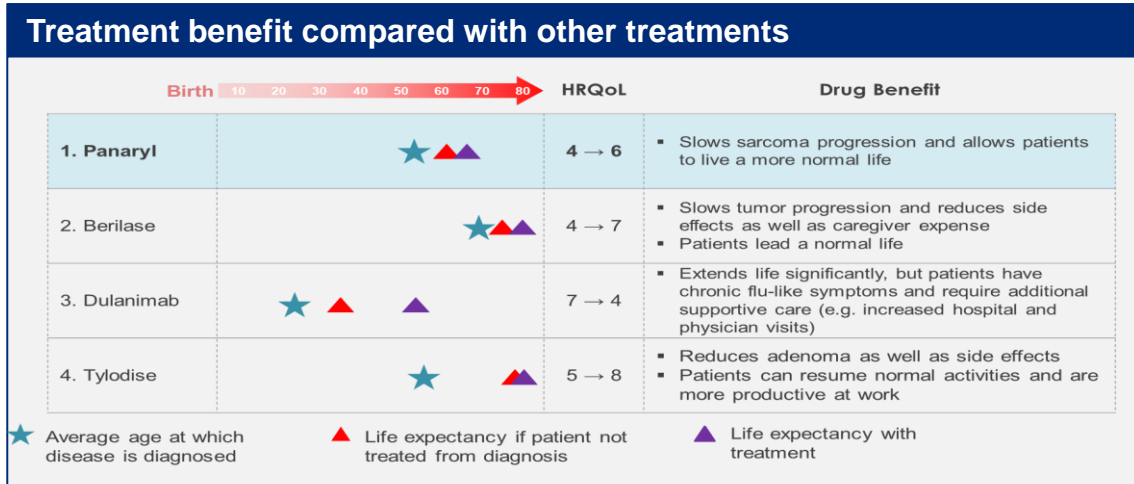
Medzana has developed Panaryl, a new treatment for C-type sarcoma\*.  
 During this simulation you will be asked to assess the value of this new drug and to give it a price.

C-Type Sarcoma	
Prevalence	1 in 4,000 (80,000 pts in US)
Average age of diagnosis	55
Life expectancy	60 (5 years from diagnosis)
Available treatment	None
Health-related quality of life	5
Cost of current supportive care	\$50,000 / year / patient



### Panaryl

**Mode of action:** Panaryl is an innovative, targeted treatment  
**Overall survival:** A trend towards improved survival  
**Progression free survival:** Patients gain 30 months of life without the disease progressing  
**Quality of life:** Improvement from 4 to 6 (50% improvement)



### Cost compared with other treatments

	Total drug cost per year	Average number of years on treatment
1. Panaryl		
2. Berilase		
3. Dulanimab		
4. Tylodise		

\* Companies, drugs and diseases are fictional.