



Case Stories

Market Access, Payer & Pricing research

Company	Demonstrating
Healthcare Manufacturer	Value, Market Access Strategy

Value Message Testing: Define the value proposition of a costly treatment for rheumatoid arthritis

Business aim

- Identify key value messages from a payer and physician perspective and define the value proposition for a costly intervention for rheumatoid arthritis in US and EU markets.



Key steps

- A preliminary set of epidemiological, clinical and economic value messages were presented to a cohort of payers and physicians during a one-day advisory board. These messages were refined and the value proposition for the product defined following discussion in general and targeted groups.



Business outcome...

- A robust and defensible set of value messages were developed which formed a vital part of the product market access strategy.

Company	Demonstrating
Healthcare Manufacturer	Optimal Pricing Strategy, ROI

Pricing Research: Developing an optimal pricing strategy for an avian flu vaccine to maximize ROI

Business aim

- A major pharmaceutical company has developed an avian flu vaccine. The main patient segments currently identified to receive the vaccine are high risk adults and essential government personnel (i.e. healthcare workers, police, etc). The client identified a potentially new consumer for this vaccine, namely travellers from Germany, UK and US that frequently visit South East Asia. The aim of the study was to examine the uptake of such a vaccine and identify the optimal price range for the vaccine.

Key steps

- For this pricing research a quantitative web-based structure interview that included the Van Westendorp technique (price sensitivity meter) was employed. The questionnaire examined the reaction to the target price, the perceived value of the product, the willingness to pay a premium for specific product features ('trade offs'). In Germany, UK and USA more than 200 GPs, travel clinic specialist, and travellers to South East Asia took part in the survey, per country.

Business outcome...

- The optimal price range per country for the vaccine was identified. Travellers from the US were willing to pay more for the prophylaxis compared to European travellers. The travellers perception of the product and their willingness to pay a premium was significantly impacted after consultation with a physician/travel clinic specialist. This information was critical to the marketing strategy. Importantly, there is a statistically significant correlation between the overall perception of a risk, the likelihood of uptake of a new vaccine and price sensitivity.

Company	Demonstrating
Healthcare Manufacturer	Positioning, Value, Health Outcomes and Clinical Trial Design

Literature Review: Positioning and data for the innovative treatment of systemic lupus erythematosus

Business aim

- Provide insight into likely positioning of an innovative lupus treatment given current and future biological treatments. Guidance on the clinical and health outcomes data required to ensure future market access.



Key steps

- Three separate literature reviews were undertaken. The first sought to identify the key drivers of cost and burden of illness. The second established which of these identified concepts were critical from a market access perspective. Finally, the third review assessed the available evidence base of the product relative to the competitors.



Business outcome...

- The study provided an evidence-based set of core and supplementary health outcomes measures and determined the position of the product relative to competitors in terms of available efficacy, safety and tolerability data. The outputs of the study formed a critical part of the clinical development plan for the product.