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Case Study: EU Payer/Payer Adviser

Client wishes to conduct research amongst payers and patient advocacy groups with regards to uptake of biosimilar Growth Hormone drugs

- 7 country study, top 5 EU plus Sweden and Netherlands, Phase IV
- Testing of brand loyalty messages
- 60 minute IDIs
- Use of stimulus materials via secure web site
- Development of defensive strategy to prevent erosion of market share

Client wishes to conduct research amongst payers to understand price sensitivity with regards to ARV therapy

- 2 country study, UK and France, Phase IIIb
- 45 minute face to face IDIs
- Modified Van-Westendorp
- Price recommendations plus discounting strategy