

Case Study (1)

Optimal Positioning and Pricing for a Rare Vaccine

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Business Objective:

To identify the optimal positioning and pricing strategy for a vaccine in order to maximise ROI in EU and USA markets.

GfK HealthCare Market Access Centre Approach :

Quantitative research with prescribers and travellers using the Van Westendorp price sensitivity meter and concept testing to determine price sensitivity, price elasticity and positioning.

Business Outcome:

Recommended market prices were determined, together with specific findings regarding the positioning of the vaccine within different markets.

Case Study (2)

Repositioning of CNS Compound at Primary Care Level

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Business Objective:

To identify the need and support for shifting the prescribing of a neuroscience product from secondary to primary care level and to identify solutions and mechanisms to achieve the objective. UK market.

GfK HealthCare Market Access Centre Approach :

Qualitative research with senior healthcare professionals (with payer responsibility) in primary and secondary care and payers in regional organisations.

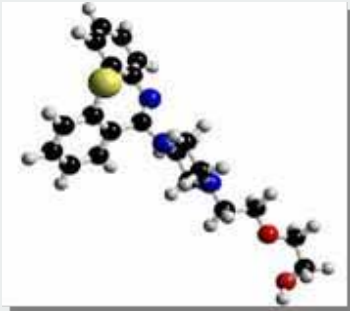
Business Outcome:

The concept of repositioning the product in primary care was positively received, implying that not only was the strategy feasible, but it was also desirable. Furthermore, solutions were identified as to how to overcome specific obstacles to the facilitation of this process.

Case study (3)

Engagement of the NHS (UK) in an Oncology drug Response/Rebate Scheme

3



Business Objective:

The Client was seeking an optimal and timely roll-out of a multiple myeloma drug response-or-rebate scheme and therefore needed to:

- understand how the NHS should be fully engaged
- identify potential barriers to implementation or uptake of the scheme
- identify the individuals responsible for its management
- define the role of the sales force in implementing the plan
- provide recommendations on regional implementation and guidance seminars plus key participants

GfK HealthCare Market Access Centre Approach:

Qualitative research with NHS managers from PCTs and Hospitals using face-to-face methodology, which enabled an in-depth study of the awareness and perception of the response-or-rebate scheme, perceived problems and barriers, as well as identifying individuals who will be responsible for the scheme and key individuals to participate in the launch program

Business Outcome:

The scheme was found to be well accepted and, significantly, some necessary changes to documentation were completed during the research. Hospital pharmacists were identified as the key personnel to distribute information about the scheme to the relevant gatekeepers within the PCT. Respondents advised that doctors' concerns need to be taken into account and these should be managed by the sales force

Case Study (4)

Therapeutic Cancer Vaccines

4



- ✦ Qualitative research designed to assess the perception of several cancer vaccine concepts and to prioritise the development of the products
- ✦ Two phase project in the EU and USA
- ✦ In-depth interviews with Oncologists in various specialties plus regional and national payers
- ✦ Outcomes:
 - ✓ Identification of current medical practice and environment
 - ✓ Advantages and disadvantages of therapy classes identified
 - ✓ Response to product profiles
 - ✓ Establish pricing and reimbursement strategy via Van Westendorp technique

Case Study (5)

Pricing Strategy for entry of expensive drug in mature market

5

Business Objective:

To identify payer thresholds for market access requirements and to define the pricing strategy for an expensive drug for a chronic pathology in a mature market - EU and USA markets.

GfK HealthCare Market Access Centre Approach :

Insurance and reimbursement information (current and projected) was captured from payers including hospital formulary committee advisers, community and University hospitals P&TC advisers and Prescription drug plan sponsors. Pricing research was conducted to determine price range and elasticity for the product.

Business Outcome:

Specifics for access requirements were revealed in an environment where payers were found to be generally satisfied with available drugs. Marginal premium prices were determined and were acceptable if the product could be shown to displace the use of newer drugs in the long term.

