



MMIT ENGAGE

The Answers You Need.
Just In Time.

Get On-the-Fly Feedback from Payers and IDNs On Your Brand Strategy Questions

Pharmaceutical manufacturers face a constantly evolving market access landscape, spurring frequent questions that require quick answers from the right advisors. But it can take weeks to months to obtain insights from traditional market research. That model also allows for no opportunity to interact with P&T stakeholders and influencers or hear how they engage with each other on various topics.

MMIT's Engage solution provides timely access to a dedicated pool of payer or IDN P&T decision makers and key stakeholders via an online discussion board. If you have a question you need answered within days, our panel will be on standby to provide their perspectives within 24 hours.



A format that allows you to post questions to an online discussion board where panelists provide perspective on your questions



A quick 2-day engagement, where your questions are posted on a Tuesday and the panel discussion ends on Wednesday



Access to weekly engagements allowing for frequent interactions, as needed



The ability to watch responses in real time as they are posted and observe interactions between participants



Assistance from MMIT Advisory Consultants in creating customized and nuanced questions



Daily delivery of consolidated payer responses

Use Engage for a Quick Pulse Check On:

- The release of new clinical data or guidelines
- FDA approval or new indication
- Impact of a competitor's new strategy
- Impact of biosimilar
- Loss of exclusivity
- Product recalls & more

Whatever your market research needs, MMIT has the answers.

MMIT's Engage solution is perfect for those who need qualitative information immediately, can use a more limited set of questions and panelists, and are able to use answers in Excel and transcripts. Engage can deliver answers within 24 hours using a Discussion Board format that allows for follow-up questions and lets you view interactions between panelists.

MMIT Engage Is a Better Fit for Companies That...

- Need interactive information
- Have an immediate need for answers from payer decision makers
- Are able to develop questions quickly
- Have a need to answer a limited number of questions on a regular or one-time basis
- Can answer their questions with qualitative data
- Are able to use Excel and transcripts as their deliverables

Rapid Response Is a Better Fit for Companies That ...

- Need responses to multiple questions
- Want perspectives from a wider range of payers or IDNs
- Require a broad selection of panelists, or require specific payers/IDNs to be included
- Have time to collaborate on the survey and for the panel to be recruited
- Have questions that can be answered with multiple choice/select options
- Prefer data to be analyzed, key insights to be developed, with all findings delivered in a PowerPoint and presented to the team by an MMIT consultant

SMOOTHING AND SIMPLIFYING ACCESS TO THERAPY

MMIT solves the what and why of market access, helping to move therapies from pipeline to patients.

Connect with us at info@mmitnetwork.com.