

Engage

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

Pharma brand and payer teams are constantly being impacted by an evolving market access landscape, creating a frequent need to gain immediate payer insights.

With MMIT's Engage solution, pharma manufacturers now have a way to obtain timely insights and perspectives directly from payer and IDN decision-makers in the very moments you need them.



Answer your top questions via an online discussion board where panelists provide perspective on your questions.



Access to weekly engagements allowing for frequent interactions, as needed.



Assistance from MMIT Advisory Consultants in creating customized and nuanced questions.



A quick 2-day engagement, with 24-hour turnaround.



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



Daily delivery of consolidated payer responses.

Check out MMIT's Rapid Family

Whatever your market research needs, MMIT has the answers.

Rapid Response

is a fit for companies that...

- Need quantitative data
- Require a broad selection of panelists or require specific payers to be included
- Have time to wait for a survey to be developed and a panel to be recruited
- Have a large number of questions
- Prefer multiple choice or multi select questions to standardize responses and compare them apples-to-apples
- Prefer a PowerPoint deliverable

Rapid IDIs

is a fit for companies that...

- Need qualitative data
- Prefer fewer stakeholders in favor of being able to go into more detail with the responses
- Need to understand topics, areas, and events at a high level
- Have time to wait for discussions to be fielded and moderated
- Are open to either openended or multi-select / multiple choice questions
- Prefer a PowerPoint deliverable

Engage

is a 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

Smoothing and Simplifying Access to Therapy

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

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