



RAPID RESPONSE

In-Depth Market Research From
the Market Access Experts

Gain Quick, Actionable Insights to Improve Your Brand Strategy

Pharmaceutical manufacturers face a constantly evolving market access landscape, with changes coming from all sides. And with every new clinical advancement, competitive entrant, or regulatory change, leaders and investors expect immediate feedback on the business impact.

MMIT's Rapid Response provides quantitative, actionable answers to key business questions among a representative sample of the payer and IDN P&T decision makers and key stakeholders that you care about within 10 business days.



Craft a customized market research survey with help from Advisory Services experts



Target a wide range of panelists based on criteria including plan size, channel and other attributes



Obtain quantitative data and qualitative feedback on 10 to 20 questions within 10 business days



Get expert analysis of research findings, together with an executive summary and presentation of insights by Advisory Services

Use Rapid Response for Industry-Leading Market Research On Issues Such As:

- 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
- Payers' target product profile assessment

Whatever your market research needs, MMIT has the answers.

MMIT's **Rapid Response solution** is perfect for those who have a large number of complex questions, need quantitative data, and require a broad selection of payer and IDN panelists. Advisory Services experts can help you craft customized questions and get answers from 10 to 20 payers or IDNs within seven to 10 days after questions are approved. Advisory Services experts will present an executive summary and research findings.

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.