

# Rapid Response

In-Depth Market Research From the Market Access Experts

Pharmaceutical brand and payer teams are constantly being impacted by change from legislation, clinical advancements, competitive entrants, and more. MMIT can help you get immediate feedback on business impact when a change occurs.

MMIT's Rapid Response solution is perfect for those who have many complex questions, need quantitative data, and require a broad selection of payer and IDN panelists. Our experts can help you craft customized questions and get answers from 10 to 20 payers or IDNs within 7 to 10 days after questions are approved.



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



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



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



Get expert analysis of research findings, together with an executive summary and presentation of insights.

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# 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 IDs

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

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## 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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