

Strategic Launch Report and Evaluate Forecast

Predict Payer Uptake of New Drugs With Precision

About Strategic Launch Report and Evaluate Forecast

MMIT's Strategic Launch Report provides drug manufacturers with a realistic view of payers' coverage adoption rates and utilization management within the first year post-launch. The report is paired with consensus forecast data from our partner, Evaluate, for currently approved and pipeline agents within the target indication, to help you identify competitors and challenges and proactively plan your near- and long-term strategies.

Analog launch trends help predict payer uptake, claims approval and sales forecasts for your brand.



Highlight potential obstacles from new drug launch policies.



Understand sales dynamics for target therapeutic areas.



View Day 1 coverage through analysis of payers' new-to-market policies.



Predict payer coverage adoption using historical analogous launches.



See payer claims behavior post launch for analogous drugs.



Understand the reasoning behind what the payer did vs. what physicians did.

Predict Payer Uptake With Precision

Develop more accurate forecasts of launch activity, even in new indications and those with a lot of pipeline or competitive activity and limited payer coverage.

- 1 | Analog Uptake**
Selected analogs allow insight into the recent market events and historical time periods most relevant to your launch, helping you to gain confidence in your ability to predict payer management to inform launch strategy.
- 2 | New to Market Policies**
A multiyear detailed analysis of payer and PBM published new-to-market policies, typical coverage prior to P&T review and coverage adoption timing helps you to segment and prioritize payer outreach.
- 3 | Claims Analysis**
Layering in claims analyses allows insight into approval trends and demonstrates expected coverage and claims uptake.
- 4 | Evaluate Sales Forecast**
A global view of the pharmaceutical market's past, present and future performance with over two decades of commercial data and consensus forecasts to 2026 solidifies your launch predictions.



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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