



## CASE STUDY

# CUSTOM PRICING AND CONTRACTING STUDIES



### OVERVIEW

Twelve months prior to launch, a pharma company's market access team leveraged MMIT's quantitative online surveys to obtain a custom pricing and contracting study to support its drug launch. It wanted to:

- ✓ Access a robust panel of active payer decision-makers to provide perspectives on market access issues.
- ✓ Leverage syndicated policy data (PAR) to build a "smart" sampling plan based on payers' restrictions.
- ✓ Test client-proposed wholesale acquisition cost (WAC) and rebate scenarios.
- ✓ Apply pricing analysis algorithms to determine optimum price for product before launch.



### CHALLENGE

The pharma company's market access team had difficulty identifying the optimal pricing strategy for its upcoming drug launch. It needed an in-depth outlook on anticipated formulary access and utilization and a view into payers' perceptions of value.



### SOLUTION

The organization partnered with MMIT to collaborate on a market research survey to answer key questions such as the net price threshold and corresponding formulary placement, and average rebates and discounts received by payers for products of interest.



### OUTCOME

Armed with MMIT's custom pricing and contracting study, the pharma company was able to predict payer response to its pricing strategy and set WAC price and appropriate rebates to maximize payer uptake.

**MMIT'S CUSTOM PRICING AND CONTRACTING STUDIES** delivers a strategic and rigorous market research report incorporating a Van Westendorp Price Sensitivity Analysis along with recommendations to inform the optimal price point.

Interested in learning more about MMIT's Custom Access Research? Contact [marketing@mmitnetwork.com](mailto:marketing@mmitnetwork.com)

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