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## USE CASE

# Custom Market Research: Launch Pricing



### Overview

A pharmaceutical manufacturer wanted to bring a new product to market as a second-line therapy in an indication with three branded agents with different MOAs already available. The manufacturer wanted to find out:

- ✔ The current payer and HCP perceptions of available treatments.
- ✔ The anticipated payer access and management at different price points for when its brand launched.
- ✔ How HCPs anticipated their prescribing would change as a result of its brand launching, and whether this would be impacted by payer management.



### CHALLENGE

The manufacturer needed to understand the pricing and access dynamics of the available products to inform their launch price and access strategy.



### SOLUTION

MMIT conducted primary research with U.S. payers and HCPs to determine how payers manage and HCPs prescribe currently available products, their perceptions of a new branded agent, and how the landscape might be impacted if the new product launched at different price points.



### OUTCOME

The analysis revealed a competitive landscape with payers actively managing current treatments. HCPs saw an improvement in the client's product over existing treatments, but payers didn't see strong differentiation. Since payers didn't see a significant clinical improvement, they were sensitive to prices greater than existing treatments and provided more restrictive coverage in these instances. HCPs anticipated their use of the manufacturer's product would be limited if highly restricted or not covered by payers.

**MMIT's custom market research** delivers fully comprehensive strategic reports, including executive summaries, insights, conclusions, and recommendations.

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