



USE CASE

Custom Market Research: Payer Perceptions Tracking



Overview

A pharmaceutical manufacturer wanted to find out how it was perceived in comparison to its competitors over time. The manufacturer wanted to:

- ✔ Understand perceptions of their company in comparison to analog companies.
- ✔ Understand perceptions of their company's performance in various metrics over time.



CHALLENGE

The manufacturer needed to determine how it is viewed in the marketplace in a variety of categories across time and against analog companies.



SOLUTION

MMIT conducted a multi-wave Quantitative Payer Survey, with follow-up qualitative interviews to further explore respondents' answers.



OUTCOME

Survey results showed that the manufacturer performs in the top 3 among their competitors across all comparative metrics that were tested, and areas for improvement were identified. The company saw improved ratings in about half of the tested metrics over time.

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

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