



## USE CASE

# Custom Market Research: Product Value Assessment



### Overview

A pharmaceutical manufacturer wanted to uncover the challenges of asthma care and the value of patient monitoring programs relating to asthma. The manufacturer needed to:

- ✓ Understand the challenges and unmet needs in the inhaled asthma therapies market.
- ✓ Identify which factors IDN health systems prioritize when implementing patient monitoring programs.
- ✓ Perform a value assessment for their product.



### CHALLENGE

The manufacturer needed to find out whether their product would be of value in the asthma treatment space and address unmet marketplace needs.



### SOLUTION

MMIT conducted a one-time advisory board style research project with nine IDN pharmacy directors to assess inhaled asthma therapies and test the value of the client's family of products.



### OUTCOME

The analysis revealed that asthma patient monitoring programs are not widely used, but are of interest if they're thoughtfully implemented and add value for patients and IDNs. A review of the manufacturer's product resulted in positive perceptions, and IDNs expressed willingness to switch patients to the product if costs were reasonable and patient outcomes improved.

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

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