



MMIT'S STRATEGIC PARTNERSHIP: RAPID RESPONSE IN ACTION



How MMIT's longstanding advisory relationship with a global pharmaceutical company helped transform its portfolio strategy

In life sciences—as in most industries—the decision to acquire a product and bring it to market should not be made in a vacuum.

When a publicly traded, global pharmaceutical company was looking for assistance with its portfolio strategy development, the company turned to MMIT.

SCENARIO



Deciding which assets to bring to market and conducting appropriate due diligence can be a costly, time-consuming endeavor, as one global pharmaceutical company knows all too well. To help, the company turned to MMIT to help evaluate potential assets' key performance indicators, including: What is the quantifiable market potential

for this disease state? What's the perceived unmet need within this therapeutic area? What kind of upside potential exists in the minds of payers, and how would they likely cover the product if the company were to acquire it? And what kind of clinical data would be important to payers?



SOLUTION

The company is a long-time user of MMIT's flagship product, *Analytics*. MMIT recommended that the team implement a *Rapid Response survey* before its next acquisition, which would enable the team to quickly conduct the kind of market research they needed to feel confident acquiring a new drug—or walking away from a bad investment.

"Our relationship with MMIT made this decision relatively easy," said the company's head of market access. "I have a lot of confidence and trust in MMIT, so when we learned about Rapid Response, I listened. They're a trusted advisor."

The company leveraged Rapid Response to get a firm grasp on what payers thought about the available asset's price point, likely placement on formulary, potential step edits or prior authorizations, placement alongside existing lines of therapy, and more.

"We found Rapid Response to be nimble, cost-effective, and a quick way to gather payer input on the products we're looking at. It has helped to inform our decisions."

The company was so pleased with the insights provided by Rapid Response that the team decided to deploy the tool for additional projects. What's more, the company found MMIT's "get it done" approach especially helpful in achieving the desired results.

Specifically, in one survey, the company decided to switch assets halfway through the due diligence process. With MMIT's help, the research demonstrated that a different asset could be a better strategic fit.

"At one point, we decided that we had to learn more about a particular asset that, initially, was not the primary focus," said the head of market access. "The ability to pivot and regroup was impressive—MMIT didn't miss a beat. That's when you know you have a valued and strategic partner."



SUCCESS

In addition to conducting research on a potential investment, Rapid Response's ability to inform potential trial design and whether new clinical data would resonate with payers was an essential component, said the head of market access.

The research process in and of itself is valuable, too, even when due diligence is performed but the

asset is not acquired. Every survey yields fresh insights on the competitive marketplace and valuable payer perspectives within a certain therapeutic area.

"MMIT is a valued partner. They understand our company, our mindset and our business philosophy," said the company's head of market access. "In short, the team understands how to regularly create value."

Learn how MMIT's **RAPID RESPONSE SOLUTION** can provide you with quick, actionable answers to key business questions.