



USE CASE

POST-LAUNCH TRACKING SURVEYS



OVERVIEW

A pharma company partnered with MMIT to understand payer perceptions of its brand over time as more manufacturers launch competitors into the market, recognizing the need to discern payer sentiment in the space. It wanted to:

✔ Track payer perceptions over time to understand:

- Payer management of the disease state
- Payer perceptions of its drugs and competitors
- How payers differentiate between drug classes
- The impact of new to market entrants
- How account managers interact with payers



CHALLENGE

The pharma company wanted to assess the impact of a competing drug launch in its indication. The pharma market research team needed to understand payer perceptions of formulary placement, changing guidelines, contracting, and account manager perceptions.



SOLUTION

The pharma market research team worked closely with MMIT to design and conduct three 40-minute online surveys with 50 payers over a 12-month period. The goal was to establish baseline data on payers' current knowledge and perspectives, then assess and track changes over time.



OUTCOME

The company was able to track changing brand perception amid a new product being launched into its market. The team is continuing the surveys because it considers the findings so valuable.

"It was a pleasure working with the MMIT team. We received senior level support throughout the engagement and the team was collaborative and thoughtful. The insights provided from the research were delivered on time, within budget and highly valuable."

— Senior Director, Market Research, Sanofi

Interested in learning more about MMIT's Post-Launch Tracking Studies? Contact marketing@mmitnetwork.com

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