



USE CASE

PREPARING FOR LAUNCH WITH P&T PERSPECTIVES



OVERVIEW

A large pharma company developing a therapy for Crohn's disease partnered with MMIT to better understand how the approval of competing therapies might impact its launch plans.

✓ The company wanted to know:

- How new entrants would impact the current market basket
- What value propositions would resonate with P&T committee members
- How payers perform cost analyses in this category
- What differentiators and obstacles exist for new products
- How pricing and contracting scenarios would fare in a P&T review

SCENARIO



The pharma company wanted to determine how payers and prescribers would review clinical data associated with three recently approved competitors within this category. The company's market research team sought to understand payer perceptions of the competitors' value propositions, pricing scenarios, and contracting terms. The pharma company also wanted to forecast the anticipated impact of heightened competition on their established brands.

SOLUTION



The pharma market research team worked closely with MMIT to design a P&T review session, which provided real-world insight into how P&T committee members assess therapies in the immunology space. In a double-blinded, 90-minute session, P&T committee members listened to a category overview compiled by a clinical pharmacist before discussing each product's clinical and financial review. The market research team chatted with MMIT experts during the live-streamed session, ensuring an accurate interpretation of the committee's findings and placement recommendations.

SUCCESS



MMIT's P&T Perspectives solution gave the pharma company a much better understanding of how the three approved therapies impact both its established brands and its pipeline therapy. After hearing how the P&T committee evaluated the efficacy of pipeline agents, the team realized there were critical gaps in their existing real-world evidence. This revelation led the company to expand its data collection in phase III trials. The pharma company also used session insights to create a competitive pricing strategy for its new therapy.

"The P&T session was invaluable to our team, as it revealed how payers assess and evaluate therapies in our category. What we learned confirmed some of our ideas and disproved others, which led our team to pivot as we head into this last phase of development. Thanks to the MMIT team, we're focusing on the right priorities, which will no doubt lead to a successful launch."

— Director of Market Research, Large Pharma Company

REAL P&T PROFESSIONALS. REAL MARKET RESEARCH.

MMIT solves the what and why of market access, helping to move therapies from pipeline to patients.

Interested in learning more about MMIT's P&T Perspectives? Contact marketing@mmitnetwork.com.