



USE CASE

STRATEGIC LAUNCH REPORT & EVALUATE DATA WITH IN-DEPTH INTERVIEWS



OVERVIEW

Two years prior to a drug launch, a pharma company leveraged MMIT's Strategic Launch Report & Evaluate Data, combining it with In-Depth Interviews to get a unique view into the market access path for its therapy. By using key comparative analogs to identify challenges and wins, it could predict product uptake and use insights to guide conversations with payers. Its goals were to:

- ✓ Identify the most critical analogs to gain Year One market performance expectations.
- ✓ Get insight into payer new-to-market trends using a "time to coverage" metric.
- ✓ Validate assumptions and identify key targets through in-depth interviews.
- ✓ Integrate findings into a strategic launch plan for its brand.



CHALLENGE

The pharma company needed a detailed view of comparison drugs in similar classes or price points, along with insights from key payers and IDNs, to develop a rigorous launch plan for its brand that incorporates historical market access data—and the "why" behind those trends.



SOLUTION

MMIT recommended key analogs to the pharma executive and performed a deep dive into market, policy and restrictions data to help predict launch trajectory. It paired that analysis with a set of ten 45-minute interviews with key payers on a double-blinded basis to understand the drivers behind those trends.



OUTCOME

With insight into the "what" and "why" driving a successful launch trajectory, the pharma company leveraged MMIT's analog analysis, in-depth interviews and other resources to validate and refine its launch plans and create a winning strategy.

MMIT'S STRATEGIC LAUNCH REPORT & EVALUATE DATA WITH IN-DEPTH INTERVIEWS provide a comprehensive strategic report including executive summary, insights, conclusions and recommendations.

Interested in learning more about MMIT's Strategic Launch Report and In-Depth Interviews? Contact marketing@mmitnetwork.com