



USE CASE

VALUE PROPOSITION MESSAGE TESTING



OVERVIEW

A pharma company preparing for a drug launch partnered with MMIT to gain insight into the most effective messaging with payers. It wanted to:

- ✓ Gain qualitative insights into payers' management decisions and understand payer perspectives.
- ✓ Use market research to test value proposition messaging using a five-point scale to assess effectiveness across different themes.
- ✓ Use Message Monitor to track effectiveness of messaging over time.



CHALLENGE

The pharma company needed to review and analyze a variety of value proposition statements pre-launch, learn which messages payers find most compelling, and identify payer requirements for clinical and cost evidence to support the value proposition.



SOLUTION

MMIT collaborated with the pharma company on key messages to share during a group payer webcast. Then, a final value proposition was tested and refined via in-depth telephone interviews. Effectiveness was tracked using Message Monitor post-launch.



OUTCOME

The manufacturer was able to refine its messaging using customized, qualitative research. Following the drug's launch, the manufacturer was able to assess the effectiveness of messaging, and test messaging performance over time and against competitors to ensure an effective launch.

PRE-LAUNCH MESSAGE TESTING helps manufacturers develop the most effective messaging. And **MMIT'S MESSAGE MONITOR** post-launch helps manufacturers track performance over time.

Interested in learning more about MMIT's Message Monitor with Value Proposition Message Testing? Contact marketing@mmitnetwork.com