



USE CASE

SYNDICATED P&T SESSION



OVERVIEW

A pharma company with several approved brands with large market share was developing a new Crohn's disease drug. The company partnered with MMIT to determine whether the new drug would be approved in the marketplace and how it would perform.

The company needed:

- A detailed clinical dossier with a category review
- Financial reviews
- A summary of committee findings, recommendations, and therapy placement

CHALLENGE



The company needed to assess the current marketplace, find out how the approval of other pipeline agents could impact their new drug and determine how new approvals could impact their other approved brands. The company needed to know whether the new drug's value proposition was resonating with P&T committees, unforeseen obstacles and differentiators for new brands, and the impact of new approvals to current market leaders.



SOLUTION

MMIT hosted a 90-minute syndicated P&T committee meeting with a 15-minute Q&A session. The goal was to determine how payers and prescribers would review clinical data of new approvals in this category, how pricing and contracting scenarios would fare in a P&T review and whether value propositions would resonate with P&T committees, as well as expected challenges for the company.



OUTCOME

The syndicated P&T review helped the company determine the impact of three new approvals in the category on its current marketed and pipeline brands. The company used the findings to create a competitive pricing strategy for the new drug and identify gaps in evidence needed by the P&T committee.

"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.