Get the Answers You Need to Refine Your Brand Strategy

MMIT's Payer Market Research solutions give you fast access to actionable intelligence from a representative sample of payers, IDNs, and HCPs. Our three solutions—Rapid Response, Rapid IDIs, and Engage—provide quick, relevant insights for your brand.

Rapid Response	Rapid In-Depth Interviews	Engage
Rapid Response surveys are ideal for clients who want quantitative data, have several questions to ask, and favor standardized responses to enable direct comparison.	Rapid IDIs are ideal for clients who need qualitative data, favor more detailed responses from fewer panelists, and want to understand topics and events at a high level.	Engage discussion boards are ideal for clients who have a limited number of questions to ask and who want interactive information as quickly as possible.

Objectives

Quantitative insights from a sample of key payer/IDN/HCP stakeholders to support your brand strategy.	Qualitative insights from a sample of key payer/IDN/HCP stakeholders to validate hypotheses.	Interactive, daily access to payer and IDN decision-makers.

Timeline

7-10 business days from survey approval.	3-4 weeks from questionnaire approval.	4 business days including kickoff, 2 days of panel discussion, and project wrap-up.

Panel

• Panel of either 10 or 20 payers, IDNs or HCPs; specific requests are accommodated • Customized selection of survey respondents based on specific selection criteria (e.g., commercial Medical Directors)	• Panel of 5 payers, IDNs or HCPs; specific requests are accommodated • Customized selection of IDI respondents based on specific selection criteria (e.g., commercial Medical Directors)	• 5 payers or IDNs (no client selection) • Representative mix of P&T decision-makers from 2 large national plans, 2 regional plans, and 1 PBM (or additional regional plan)

Questions

5 or 10 custom survey questions.	5-10 custom discussion questions with the option to include discussion stimuli.	One primary and one follow-up question daily (total of 4 questions per project).

Client Role

• Participates in survey development • Attends kickoff and final presentation	• Participates in questionnaire and discussion stimuli development • Attends kickoff and final presentation	• Develops questions to post on community board (MMIT reviews before posting) • Participates daily by providing questions and follow ups

Deliverables

• Executive summary and research findings • Presentation by Advisory Services	• Executive summary and research findings • Presentation by IDI Engagement project lead	• Transcript file delivered daily in the morning • Advisory Services support

Interested in learning more? Connect with an MMIT expert today.

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