



New Product Pricing

Essence: Determine the optimal list and net price for pre-market assets to optimize commercial opportunity and achieve appropriate market access.

How we do it: Qualitative and/or quantitative studies designed to understand the relative value of the asset in the eyes of the payer. Anybody can have an hour-long conversation with payers, the difference in our methodology is the nature of our questions and the way we ask them. We cannot overemphasize the value of experience: both in terms of performing these studies but also in product launch. We understand the implications for your organization and can get below the obvious answers to what matters.

Our discussion materials foresee areas of unintended bias that many others introduce and avoid them...and don't get us started on the inappropriateness of van Westendorp in the context of healthcare pricing!

Benefits to our customers:

- Relative certainty for forecasting and market uptake (recent launches have been within 3% each month for the first 18 months post launch)
- Responses that match the US market – lives covered regularly exceed 200 million lives – thus you can be sure that the research response will reflect the market when you launch
- Advanced strategies for market access via Relay Health and coupon optimization from someone who's managed these programs from the manufacturer's perspective
- Creative insights into additional value-justifying research including pharmaco-economic studies – enables you to maximize your ROI on things that will really create access

Biotech: Completed a qualitative pricing study for a new molecular entrant in a novel therapeutic area. The product's development pathway will be complex, including multiple studies run by various parties. Provided a clear recommended LIST and Net pricing strategy with associated timeframes for Market Access.

Biotech: Completed a qualitative pricing study – in competition with their internal working group. This was a fun one. The company provide all relevant background materials, without the associated pricing levels or pricing hypotheses. Working 'in the dark' we came up with the recommended price for their buy-and-bill product through a combination of applied desk research, a very small qualitative interview program, and by triangulating from existing products and available cost savings to the system. (On-going)