

NDA (1 of 3): Pricing and Reimbursement Research

For more details on our approach to this project, including a specific example, please contact us!
Call (888) 947-2339 or email Case_Study@wwmr.com

Pricing Research

Challenge

Scenario	Pharmaceutical company seeks to determine the appropriate updated pricing strategy for their new, Hospital IV antibiotic product.
Objective	Test various quantitative pricing scenarios to assess impact of price on market share.
Challenge	Conduct primary research within the framework of a limited budget and a large sample size. Ask sensitive questions regarding reuse of product remaining in single-use vials.

Solution

Methodology	Primary research, consisting of a total of 69 in-depth, 30 minute, telephone interviews. <ul style="list-style-type: none">- 30 hospital-based infectious disease specialists.- 30 hospital-based pharmacists.- 9 pharmacy directors.
Deliverables	Excel spreadsheet with verbatim transcriptions of interviews, including coding of responses for quantitative analysis to Objective Insights, who then used the findings to generate price point models for the product.

Impact

Impact	Objective Insights used findings to model scenarios and determine if a price increase for the product would negatively impact market share. Pharmaceutical company increased price by 20% with no negative impact on use.
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NDA (2 of 3): Pricing and Reimbursement Research

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Pricing and Reimbursement - US

Challenge

Scenario	Pharmaceutical company is developing a product to be used for the treatment of anemia and is seeking a partner for development and commercialization.
Objective	Understand pricing and reimbursement issues affecting on-market drugs currently used to treat anemia and potential future pricing and reimbursement issues expected to affect their product.
Challenge	Determining pricing and reimbursement issues surrounding anemia drugs that are used for both on and off-label use.

Solution

Methodology	Primary research comprising 22 phone interviews with pharmacy directors of managed care organizations (MCOs), pharmaceutical benefit managers (PBMs), nephrologists and oncologists.
Deliverables	PowerPoint presentation summarizing current pricing and reimbursement issues surrounding anemia products, as well as potential pricing and reimbursement issues and strategies for their "Product X".

Impact

Impact	Company used findings to develop a clear understanding of the current pricing and reimbursement in the anemia market and to prepare strategies for pricing and reimbursement potentially affecting their product.
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Pricing and Reimbursement Global & US

Challenge

Scenario	Pharmaceutical company developing a product to treat anemia is seeking a partner for development and commercialization.
Objective	Assess pricing and reimbursement issues affecting similar drugs currently used to treat anemia in the U.S., Europe, and Japan and create potential future pricing and reimbursement scenarios of their product.
Challenge	Identify pricing and reimbursement issues surrounding anemia drugs that are <u>used for both on- and off-label indications</u> in the US, Europe, and Japan.

Solution

Methodology	Primary research, including a total of 52 interviews (30 - 60 minutes each) with pharmacy directors of managed care organizations (MCOs), pharmaceutical benefit managers (PBMs), nephrologists and oncologists in the US, France, Germany, Italy, Spain, UK and Japan.
Deliverables	Report summarizing current pricing and reimbursement issues surrounding anemia products and describing potential pricing and reimbursement scenarios for the product in each country.

Impact

Impact	Company used findings to develop a clear understanding of current global pricing and reimbursement in the anemia market and prepare for pricing and reimbursement issues potentially affecting their product.
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