

# Phase II: Preliminary Reimbursement / Pricing Research

For more details on our approach to this project, including a specific example, please contact us!  
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## Pricing and Reimbursement Research

### Challenge

<b>Scenario</b>	Specialty pharmaceutical company is developing an implantable product (Product X) to treat chronic pain.
<b>Objective</b>	Understand reimbursement issues for a unique implantable chronic pain product.
<b>Challenge</b>	Finding the most appropriate analogs to company's product in development and determining the related reimbursement issues.

### Solution

<b>Methodology</b>	<p><u>Secondary research:</u> Determine product analogs to understand reimbursement policies.</p> <p><u>Primary research:</u> In-depth telephone interviews with payors to:</p> <ul style="list-style-type: none"><li>• Develop an appropriate reimbursement strategy;</li><li>• Provide insight into issues likely to affect reimbursement for product analogs;</li><li>• Determine a range of acceptable pricing for product in development.</li></ul>
<b>Deliverables</b>	<p>Excel database summarizing secondary data, including analogs, Medicare reimbursement policies, and cost of competing therapies;</p> <p>PowerPoint Presentation of primary and secondary research findings, including executive summary and verbatims, as well as summary of reimbursement issues related to implantable product in development.</p>

### Impact

<b>Impact</b>	Findings revealed that Product X would be reimbursed as a specialty pharmacy product / medical benefit which countered the company's expectation that it would be reimbursed as a traditional pharmacy benefit, prompting reassessment of the pricing strategy.
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