

Syndicated Market Access COVID-19 Assessment Study

How is the COVID-19 outbreak impacting the payer and pricing assessment process? Ipsos' new study gathers insights across 5EU and US.

THE STUDY UNCOVERS:

Current Situation

- What is the current impact of COVID-19 on the drug approval, HTA, payer and pricing assessment process?
- Has COVID-19 had an impact on payers' workload and their priorities?
- Are any disease areas impacted more than others? Which ones?

Expected Future

- How will the payer landscape change in the next 6 months?
- How will processes and procedures change as a result of social distancing and other measures?

Impact on Timelines, Budgets and Prices

- How does COVID-19 impact timelines for the HTA review process?
- Will the effect of the COVID-19 pandemic influence level of evidence required for drug assessment?
- Will the economic fallout of the pandemic impact healthcare budgets and pricing levels for new approvals?

Policies and Priorities

- What is the impact of the pandemic on payers' healthcare policies and priorities?

COVID-19 Vaccines and Treatments

- What payment models do payers expect for a COVID-19 vaccine?
- How do payers expect to fund and deploy a vaccine?
- How much value do payers see in vaccines and treatments in this area?

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THE METHODOLOGY

- A 30-minute online quantitative questionnaire run in the EU5 & US
- The study will track the impact of COVID-19 over time, with at least three waves planned
- The sample will consist of 80 national and regional payers across EU5 and 25 in US
- Other markets can be covered on request – please ask



ESTIMATED TIMELINES

- Fieldwork launch dates – first wave: w/c 4th May; second wave: w/c 8th June; third wave: 3rd August
- Data available 2 weeks after close of fieldwork



THE DELIVERABLES

- Insightful PowerPoint decks for each region, with conclusions and recommendations from Ipsos' dedicated market access experts
- Individual country nuances will be highlighted



INVESTMENT

- One wave investment US and EU5: €37,100
- Three wave investment US and EU5: €99,980
- Investment for individual regions or other countries available

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About the Ipsos Healthcare Service Line

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