

# Ipsos Market Access Centre of Expertise

## Insight, value & strategy expertise throughout the product lifecycle

Ipsos' global Market Access CoE supports pharmaceutical and medical technology clients in all aspects of market access – from clinical development, launch and post-launch through to loss of exclusivity.

Our expertise is enhanced by the market intelligence, research and analytic capabilities of the wider Ipsos team.

### Why Ipsos?



**Market Access solutions** across the product lifecycle – with a focus on insight, value and strategy engagements



**Expert international team** based in the EU, US and APAC, offering extensive payer, industry and consulting experience



**Unparalleled access** to a wide range of payer stakeholders in key European, North American, Asia Pacific & BRIC markets



**Multi-disciplinary capabilities** through collaboration with Ipsos' global teams in market insight, real-world evidence, advanced analytics, behavioural science, digital health, and many more.

# Our offer

## Insight



Gathering insight from stakeholders or secondary sources and applying this to client questions

### Examples:

- Due diligence
- Disease landscape
- Stakeholder profiling
- Payer insight tracking

## Value



Gathering and using evidence to define and communicate the value of a drug or device to payers

### Examples:

- Value message & materials development
- Value communication & affiliate training
- Real-world multi-source data & evidence

## Strategy



Developing strategies that help clients achieve optimal pricing, reimbursement and access

### Examples:

- Market access strategy
- Pricing strategy
- Competitive simulation and War Gaming

## Enhancing our services by collaborating across Ipsos

Collaboration with **custom research** to bring innovative market research approaches and the voice of the patient and physician

Input from **behavioural science** in our value message testing work, understanding the drivers of decision making

Support from **advanced analytics** with quantitative pricing studies, using a range of quantitative methodologies

## INSIGHT

## VALUE

## STRATEGY

Pulling in expertise from the disease area **Centres of Excellence** to ensure we consider the latest healthcare dynamics

Involving **ethnography** to understand the patient experience and journey, and how this can impact patient willingness to pay

Leveraging **real-world evidence** from Ipsos' Therapy Monitors to contribute to the multi-source data strategy and to support market forecasting

# Answering your key business questions

## Landscape & Competition

- What are the unmet needs associated with my disease / product area?
- What is the competitive landscape and where are the opportunities for differentiation?
- What is the expected likelihood of achieving reimbursement?

## Target Product Profile Assessment

- How will payers view the product?
- What are their potential objections?
- How does this vary by market or payer type?

## Pricing & Access Strategy

- What is the optimal go-to-market access strategy?
- What are the barriers to access and reimbursement and how can they be addressed?
- What data will be required to support the product value story and pricing objectives?
- How should global and affiliate market access teams work most effectively together in their negotiations with Payers?

## Value Story & Messaging

- What is the perceived value of the product?
- What differentiates the product from other options?
- What value messages resonate most strongly? And with whom?
- How do messages vary by stakeholder type or segment?
- How do you attribute value to different components of disease management, including digital and diagnostic elements?

## Launch Strategy & Contracting

- How do you optimally negotiate price and access with Health Technology Assessment (HTA) bodies?
- In which countries is there likely to be the biggest push-back on the pricing strategy?
- What is the optimal country launch sequence, to help support target pricing?
- What level of local discounting will be required from the list price to secure access?

## For more information, please contact

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### ABOUT THE IPSOS HEALTHCARE SERVICE LINE

Ipsos partners with pharmaceutical, bio-tech and medical device manufacturers to inspire better healthcare. Operating in over 50 countries, our 1000+ experts support key business decisions for our clients throughout the commercial lifecycle, from early-stage strategy, to launch, to performance optimisation. We do this through a uniquely integrated combination of therapeutic and market expertise, gold standard real world evidence, and market-leading custom research approaches – all underpinned by a global footprint and unprecedented access to today's healthcare stakeholders.