

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



INSIGHT



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

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



VALUE



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

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



STRATEGY



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

Richard Tolley (Head of CoE)
Richard.Tolley@ipsos.com

Jason Boller (US Pharma)
Jason.Boller@ipsos.com

Meghan Gavaghan (US - MedTech)
Meghan.Gavaghan@ipsos.com

Adrien Gras (APAC)
Adrien.Gras@ipsos.com

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.