

# Ipsos Pricing & Market Access



## Pricing & Market Access

### Our Focus

The Ipsos Pricing & Market Access consulting team supports pharmaceutical and medical technology businesses in all aspects of pricing and market access throughout the product lifecycle.

Our practice is built on a foundation of world-leading consulting, research & analytical capabilities, deep global knowledge, and a multi-stakeholder point-of-view.

We provide our clients with value, access, and strategy support enhanced by the market research & analytics capabilities of Ipsos.

### Our Four Pillars



#### Strategy

Developing strategies which help businesses achieve optimal pricing, reimbursement, and access



#### Value

Gathering and using evidence to define and communicate the value of an asset to payers



#### Evidence

Understanding what evidence is needed to support product value and how to obtain it



#### Insight

Advising businesses based on insight that we obtain from pricing, access, and expert clinical stakeholders, as well as from secondary sources.



### How we can help:

- Market access, pricing, and contracting strategy
- Pricing & access opportunity assessments incl. analog assessments
- Value message / story development and testing
- Landscaping & due diligence
- Access-integrated demand assessments & forecasting
- Longitudinal payer tracking
- Patient financial assistance program strategy
- Evidence generation strategy & evaluation of payer evidence needs
- Wargaming incl. payer-enabled wargaming
- Value communication services, incl. objection handlers, value dossiers, & negotiation training
- HEOR & publications
- Payer archotyping & segmentation

RWE: Real world evidence.

HEOR: Health economics and outcomes research.

For more information  
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