# ONLINE PAYER COMMUNITIES:
## AGILE, ON-DEMAND INSIGHTS

We understand that regardless of a product's stage of development (pre-launch, launch, or post-launch), access and pricing strategies are constantly evolving. New clinical data, competitive developments, and policy changes can all create an urgent need for continuous, actionable payer insights to support critical business decisions.

To navigate this dynamic landscape, organisations need an agile solution that enables continuous payer engagement and supports confident decision-making as priorities shift.

Ipsos' online payer community platform provides a flexible qualitative framework for ongoing engagement with payers, delivering rapid, high-quality insights that support continuous learning and more informed, real-time decisions.

### Ipsos' online payer communities deliver rapid, ongoing payer insights without the need for traditional in-depth interviews

Ipsos' online payer community enables ongoing engagement with the **same panel of experts**, allowing you to test, refine, and re-test strategies as market dynamics evolve.

Communities can be tailored for **broad discussions or targeted interactions** with selected participants.

External stakeholders can observe responses in real-time, while Ipsos moderators **dynamically probe** emerging themes to maximise insight generation.

Through a **mix of interactive and structured activities**, the platform delivers rich, high-quality insights across markets and payer types.

**Group discussions** foster brainstorming of challenges and co-creation of solutions

**Individual / private responses** help drill down into specific payer needs and provide a "safe space" for honest feedback

**Rankings and ratings** validate findings, ensuring stronger results that support confident decision-making

**Quickfire polls** add a quantitative dimension to qualitative insights and enable real-time moderation around group responses

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# Get rapid payer feedback on your most critical decisions

### Value Propositions

*How compelling is our value story today? Which claims resonate most with payers, and where do they see gaps versus competitors? What level of differentiation is needed to secure favourable access and reimbursement?*

> Increase payer relevance

### Evidence & Clinical Data

*Does our latest clinical or real-world evidence change payer perceptions? Which endpoints, outcomes, patient populations, or evidence gaps are most likely to influence reimbursement decisions, access conditions, and future uptake?*

> Generate the right evidence

### Pricing & Access Strategy

*How would payers react to different pricing, contracting, or access scenarios? What trade-offs are they willing to make, and which factors are most likely to drive positive reimbursement outcomes?*

> Improve access outcomes

## Our approach

### Repeatable process for every engagement wave

**01**
**Aligning on engagement objectives**

Collaborative workshop to translate business priorities into focused research objectives and key payer questions

**Outcomes:**

**Focused business questions**

**02**
**Discussion materials development**

Co-development of discussion materials and engaging community activities tailored to the research objectives

**Targeted payer tasks**

**03**
**Community engagement**

Activities are launched on the platform, with payers participating in structured discussions and interactive exercises

**Community launch**

**04**
**Observation and dynamic probing**

Stakeholders observe responses in real time while moderators probe emerging themes to deepen insights

**Robust payer insights**

**05**
**Analysis and reporting**

Insights are synthesised into a concise report, highlighting key findings, supporting evidence, and strategic implications

**Actionable next-step strategies**

Following a one-time initial set-up, each engagement wave can typically be delivered within **~ 5 weeks**

**Contact us to learn more:**
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