

CASE STUDY:

PAYER PULSE PRO for Product X in Chronic Hand Eczema



Payer Pulse Pro



Pharmaceutical company



Chronic hand eczema



UK



Client Situation

Our client was launching a new class of drug, product X for the treatment of Chronic Hand eczema (CHE). Multiple products including topical calcineurin inhibitors (TCIs) and topical corticosteroids (TCs) are recommended by guidelines for the treatment of CHE but there is still a huge unmet need in patients with moderate to severe CHE. Moderate to severe HE can result in lasting disfigurement of the hands, as well as functional and psychological disability.

The client has already conducted detailed primary research in the past and wanted to validate some of the findings from previous research around pricing and access status of product X in CHE in the UK in a quick turnaround manner and use these findings for launch planning.

The objectives of this research were to gain an understanding of the relationship between price and impact on the traffic light formulary status and to determine what would need to be shown with the product to achieve a favourable status across the healthcare system.



Ipsos solution

Considering a quick turnaround and the very specific need of the client, Ipsos proposed **Payer Pulse Pro, an online 15-minute survey** with payers in the UK who are involved in the decision-making on Traffic Light recommendations and have expertise in pricing & reimbursement of dermatological conditions.

Before the survey development, a kick off call was held with the client to understand the product, market scenarios, price potential, and competitor landscape to develop a questionnaire to meet the objectives of the research.

The questionnaire was co-developed with the client and consisted of 15 questions with a set of fixed questions around unmet needs and TPP as well as customised questions around TLS recommendation.

Ipsos delivered a report based on findings and insights generated from the survey containing optimal access and pricing potential of the client's product in CHE in the UK market within 8 weeks from kick-off.



Business impact

Ipsos' report allowed our client to validate some of the findings from the previous research conducted, such as unmet need, most important TPP components, and access potential of product X based on current TPP and comparators prices.

The client had good insights and understanding of the pricing and market access potential of product X and evidences to plan to achieve more lucrative access positioning.

The client has gained an understanding of the:

- General unmet need in CHE space
- Strengths and weaknesses of the current TPP
- Payer preference for different price ranges in the therapy area
- Market potential of a new class of drug in CHE
- Requirement for further evidence generation to achieve better access positioning
- Traffic Light category recommendation