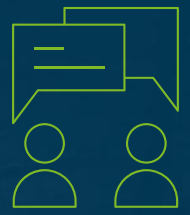
CASE STUDY

Testing payer reactions to a target product profile and trial concept



The challenge

It isn't always clear whether the potential return on investment justifies development of an asset, particularly when there are risks to an overlapping portfolio of products. Our client wanted to explore payer reactions to a new indication for an existing pipeline asset to inform a go/no-go decision.

Our approach

- Developed carefully structured interview materials and pre-reads to aid payer understanding and allow probing on country nuances.
- Conducted expert interviews across 5 European markets exploring payer reactions to the target product profile, acceptance of trial endpoints, positioning, pricing and health technology assessment requirements.
- Developed strategic insights and a coherent storyline to aid decision making. Shared findings and recommendations with global and local teams through interactive workshops.

How we made a difference

- We provided clear and actionable recommendations that our client was able to take forward to their senior leadership, in a format that would easily support the go/no-go decision.

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