

Custom Research to Support Product Value Proposition, 1 of 2

Engagement	Health Strategies Group: Deliverables
Client wanted to ensure that payers recognize the value propositions and supporting key messages for their asthma-COPD products	<ul style="list-style-type: none"> Assessed the product attributes payers consider when making access decisions for products within the category Determined payers' perceived value of the client's products, messaging, and account management in the category
Client wanted to know how to maximize the potential of a delayed-release formulation of an existing product by securing unrestricted reimbursement from health plans	<ul style="list-style-type: none"> Identified and compiled the information needed to communicate the patient need and how the new formulation is a high-value solution
Client needed to determine which potential product profile would optimize the product's payer access at launch	<ul style="list-style-type: none"> Assessed payer perceptions to identify which profile will optimize access Identified how payers in different segments manage targeted categories
Client needed to confirm that its product can command a price premium in the health plan market and secure preferred formulary access with minimal discounting in commercial/Medicare plans	<ul style="list-style-type: none"> Assessed commercial and Medicare plans' management of the product's category Predicted preferred access for the product with an X% price premium
Client needed to optimize the value proposition and identify the most effective payer messages to maximize a product's potential launch	<ul style="list-style-type: none"> Assessed and determined the optimal messages and message flow that will yield the most compelling payer positioning for the client's product

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Custom Research to Support Product Value Proposition, 2 of 2

Engagement	Health Strategies Group: Deliverables
<p>To maximize positioning and access for a specific product, client needed to identify optimal payer messages that communicate the value of the product's new indications</p>	<ul style="list-style-type: none"> • Provided an understanding of how payers perceived new indication stimuli relevance and believability (message testing for each indication done separately) • Assessed optimal message flow to stimulate productive conversations with payer customers • Identified opportunities to improve the effectiveness of the client's payer messages
<p>Client needed payer feedback on messages that optimally communicate client's value to payers</p>	<ul style="list-style-type: none"> • Qualitatively tested plans' reactions to a variety of the client's messages (i.e., medical management, non market leader) • Identified strengths and weaknesses of each message, messages that could undermine the client's communication goals, and the potential effect of order on plans' perceptions of messages
<p>Client needed to identify the optimal payer value story for an established product to grow its position among commercial Medicare payers</p>	<ul style="list-style-type: none"> • Described the formulary access and management decision-making process for products within the therapeutic category • Identified product attributes that differentiate products among payers
<p>Client wanted to create and test value propositions for product that will resonate with key customers within hospital systems and then prepare information to educate their field force on senior-level customers that influence product use</p>	<ul style="list-style-type: none"> • Provided recommendations for value propositions for senior-level customers in hospital systems • Developed a summary sheet for targeted customer types that describes responsibilities, needs, management structures, and potential influence within catheter and stroke management
<p>Client needed to determine which potential product profile of a Type 2 Diabetes drug would optimize the product's payer access at launch</p>	<ul style="list-style-type: none"> • Determined how payers' management of diabetes and cardiovascular disease categories will evolve in the next three to four years • Assessed payer perceptions to identify which profile will optimize access • Identified how payers in different segments manage targeted categories
<p>Client needed to determine the optimal payer value proposition for a new vaccine that will be the only direct competition for an established product</p>	<ul style="list-style-type: none"> • Assessed payers' reaction to the product profile and recommended clinical/economic attributes to promote to payers • Identified opportunities to promote use and coverage in response to the competing product's revised committee recommendation