

# Ipsos Rapid Payer Insights

## Fast, focused market access insight & advice

When a specific challenge, issue or question arises – such as testing a hypothesis or understanding the potential of an in-license opportunity – you need rapid insight and advice. Ipsos' Market Access team has both the methodology and the expertise to deliver it.



### THE DETAILS

- A short online questionnaire (~5-10 mins) is designed in collaboration with our clients to answer a specific business question.
- The questionnaire will build on Ipsos' internal expertise, ensuring the questions are framed to maximise the value of the insights generated.
- Ipsos will screen our proprietary payer panel to invite only the right target payers to take part, giving our clients full confidence in the results.
- In short, this is an agile tool that helps you make informed decisions about your drugs, devices and digital solutions, leveraging Ipsos' consultancy experience and expert network.
- Clients benefit most when Ipsos' Rapid Payer Insight approach is used alongside traditional market access consulting tools.

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## ESTIMATED TIMELINES

- Kick-off meeting to delivery of results is 3-4 weeks.
- Any client-stipulated compliance approval timelines will need to be factored in as extra.



## DELIVERABLES

- A short PowerPoint report interpreting the results of the survey, providing a clear understanding of the payer perspective and the implications for your products and strategies
- All findings are put into context using Ipsos' market access expertise, disease area knowledge and understanding of your business.



## INVESTMENT

- Investment depends on the length of the questionnaire, the number of markets included and the disease area.

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**To find out more, don't hesitate to get in touch.**

### **Dr Sabina Heinz**

Principal, Market Access – Ipsos

[Sabina.Heinz@ipsos.com](mailto:Sabina.Heinz@ipsos.com)

### **About Ipsos' Healthcare Service Line**

We are a global insight, analytics and advisory partner to the healthcare sector. Our multi-disciplinary teams deliver integrated services and proprietary real-world evidence across the product lifecycle. This enables our clients to act with clarity, certainty and speed.