

Payer Pulse Pro



Use Payer Pulse Pro (PPP) to obtain payer insights and recommendations via Ipsos's global curated payer panel.

What is PPP?

A fast, focused & agile way to get access Insights from trusted & experienced members* of the Ipsos Payer panel via a customizable** survey.



Why use PPP?

To get an answer to your challenge, issues or questions – such as testing a hypothesis or understanding the potential of an in-license opportunity in a very quick & efficient manner.



How to use PPP?

With a standardised (and customisable) questionnaire to streamline rapid feedback for early product assessment.



We have unparalleled access to a wide range of stakeholders across key European, North American, Asia Pacific and BRIC markets.

 **2,200+**
Payers and payer-advisors

 **2,000+**
KOLs and clinical payer-advisors

 **80,000+**
HCPs

 **500,000+**
Patients

Early Insights up to Phase II

Disease

- Target subgroup
- Evolving landscape
- Current and future standard of care
- Current and future unmet need

Outcome Expectations

- Symptoms improvement / morbidity
- quality of life
- Symptom relief
- Tolerability
- Long term efficacy
- Mortality
- Health-related

TPP Feedback

- Trial design
- Primary endpoint
- Duration of trial
- Secondary endpoint
- Position in therapy
- Comparator
- Number needed to treat
- Inclusion criteria

Pricing Potential

- Pricing potential relative to comparator
- Pricing comparator

* Payers with right experience will be screened from database.

** Questions can be adapted/modified to meet the client's objective.