

Payer Trackers

Enhancing payer value to drive successful price and access outcomes

Tracking is a powerful tool that monitors KPIs and improves commercial outcomes across the lifecycle.

It enables:

- risk management & budget planning
- early warning
- identification of trends & direction of change
- impact of activities/events
- regular, consistent, independent KPI measurement
- benchmarking performance vs. competitors
- discovery of hypotheses for further investigation

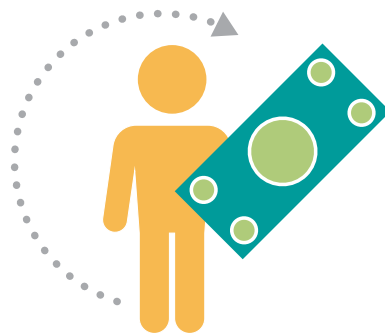
It's important and insightful for the voice of the payer to be heard. And here's why.

Healthcare professionals have long been tracked. Yet attention has not been expressly focused on payers, especially at the subnational level. Not listening to the voice of this key stakeholder

increases the risk of poor commercial outcomes in terms of access and pricing & reimbursement (P&R). Tracking needs to and should embrace the payer, whose impact on the success of assets is increasingly pivotal, for these reasons:

- It's more and more difficult to convince payers of value.
- Payer influence is increasingly a key driver in stakeholder engagement.

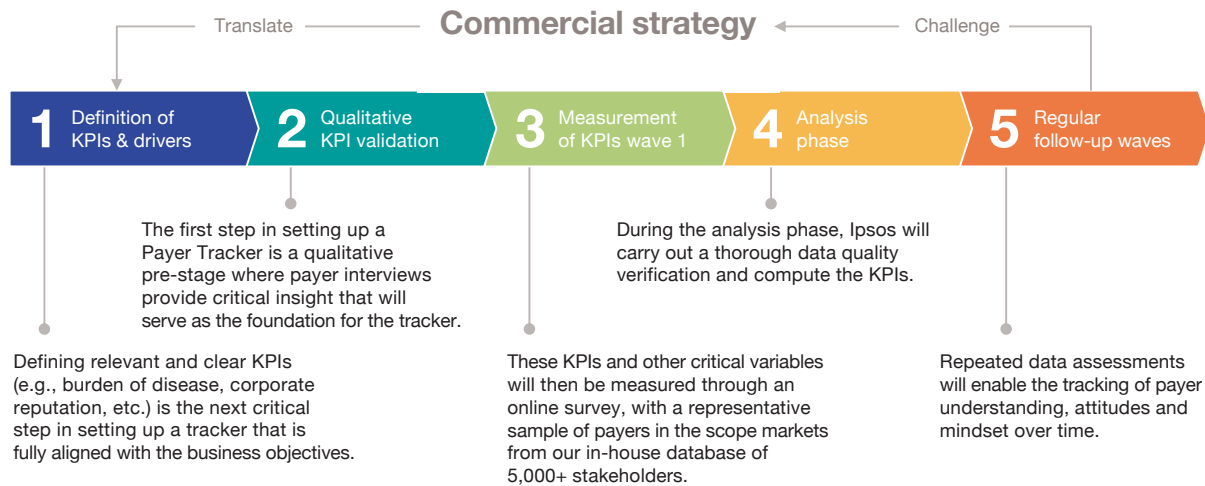
Payers are influenced by and influence diverse stakeholders – including policymakers, patients/advocates to medical staff, family and peers, regulators and manufacturers – so their knowledge and perspectives are invaluable.



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Ipsos Payer Trackers are a critical business performance tool to measure, monitor and track payers to drive successful price & access outcomes



Our payer tracker approach has at its foundation KPIs that provide a predictive framework to benchmark success. KPIs will typically cover:

- level of awareness (disease, unmet needs, perceptions of treatments)
- willingness to pay (potential obstacles)
- understanding burden of illness (economic, societal, humanistic)
- perception of unmet needs and satisfaction with current treatments
- product-specific KPIs (payer-centric)
- company engagement (type, frequency, satisfaction & benchmarking vs. competitors)
- launch activities and impact of events, such as congresses, product launches, publications, etc.

Ipsos Payer Trackers are aligned to your commercial strategy and follow an established approach.

The time is now to drive successful price & access outcomes with Ipsos Payer Trackers

Seize the opportunity to shift the market access mindset from observing to shaping payer attitudes, and empower your marketing strategies with Ipsos Payer Trackers.

About Ipsos

Ipsos' Healthcare Service Line partners with pharmaceutical, biotech, and medical device manufacturers to inspire better healthcare. Operating in 50+ markets, our 1,000+ experts support key business decisions for our clients throughout the commercial lifecycle, from early-stage strategy, to launch, to performance optimization. We do this through a uniquely integrated combination of therapeutic and market expertise, gold standard real world evidence, and market-leading custom research approaches—all underpinned by a global footprint and unprecedented access to today's healthcare stakeholders.