

The Times Demand a Different Pharmaceutical Pricing Approach

Ipsos' quantitative pricing breaks the mold

Pricing for pharmaceuticals continues to grow in complexity, as pressures mount across the market access landscape.

Industry needs to contend with a host of challenges:

- **Just one chance to get it right.** Once a price strategy is deployed, course corrections are difficult, if not impossible; e.g., price increases outside the US.
- **Continuously growing price pressures.** Healthcare budgets keep growing and payers look for saving potential; e.g., with drugs they look to share budgetary risk with manufacturers and patients (in particular in the US).
- **More competitive markets.** Many indications, even in oncology and specialty care, have become crowded market spaces with brand, generic and biosimilar players.
- **Prescriber pricing sensitivity.** Beyond payer influences on utilization, prescribers are more price-aware than ever. Value frameworks increasingly influence price/value perception.

Ipsos' pricing and market access experts combine payer understanding, market knowledge, innovative methods and an integrated approach to ensure that your pricing strategies deliver commercial success.

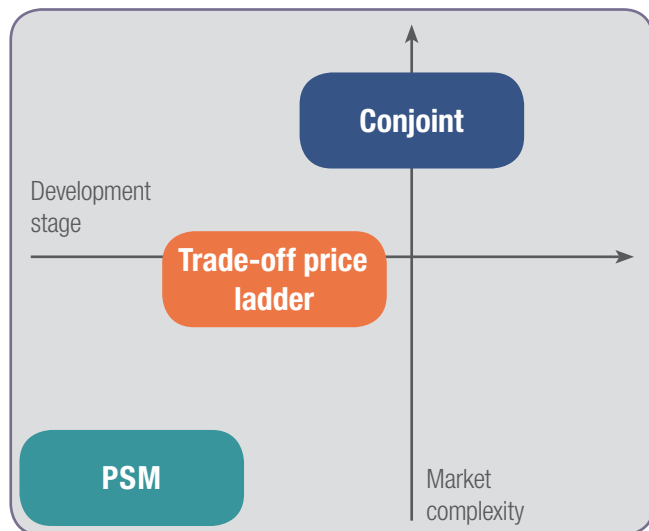
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SIX KEY STEPS TOWARDS DEVELOPING A SOLID QUANTITATIVE PRICE STRATEGY



Partnering with your team, your key business questions are the starting point. While earlier stage and a less complex marketplace suggest a basic approach, more complex business objectives require more advanced pricing methods.



Conjoint

- Comprehensive Conjoint
- Min N = 50
- Recommended N = 100
- Process: Fully integrated
- Insights: Full insights, including market scenarios and competition reaction
- Simulator: Comprehensive

Trade-off price ladder

- MaxDiff + Price Ladder
- Recommended N = 50
- Process: Tailored to stakeholder groups
- Insights: Price and market access drivers
- Simulator: Interactive dashboard only

PSM

- PSM Plus
- Recommended N = 30
- Process: Standard questionnaire + proprietary software
- Insights: Price potential & market access thresholds
- Simulator: None

Driving advanced pricing methods through an integrated approach

- Research material design reflects the strategic questions and the selected research methods.
- Quantitative pricing also incorporates payer input by country collected in qualitative 1:1 research.
- Research measures utilization sensitivities towards product profile and P&MA scenarios.
- Strategic objectives, your product development stage and TPP scenarios suggest a specific mix of pricing methods to use.
- Combined price sensitivities across stakeholders produce a final price/volume curve to identify your optimal price.
- It's essential to quantify the impact of your contracting strategies to select the best options.
- Patient assistance is an important instrument in markets with significant out-of-pocket costs, such as in the US and in cash markets, such as India and China.

We offer a unique profile to support quantitative pricing research for your product.

You may want to assess the pricing potential for a new entrant into the marketplace, or develop pricing strategies for your existing portfolios, or learn potential levers for stimulating prescribing of certain therapies. Look to Ipsos for:

- Country-level pricing and market access expertise in all key strategic and emerging markets.
- Integrated team of experts in healthcare, quantitative methods and primary research.
- Established pricing approach addressing the specific objectives for your products.
- Efficient project execution offering close teamwork with your project team.

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.