

Patient Willingness-to-Pay Studies

Guiding optimal pricing and access strategies in self-pay markets

Understanding the external factors influencing the patient as payer

In many emerging markets, healthcare funding remains very much an out-of-pocket expense for the patient. For some, it is the second most important household expenditure after food. Before planning your pricing strategy, let us assess patients' ability/willingness to pay, keeping in mind the range of external influences:

- patient-relevant product attributes/outcomes
- patient-access pathway
- physician endorsement
- pharmacist recommendation/substitution
- multichannel information sources
- friends, family or caregiver attitudes
- financial support and drug donation programs



Harnessing our proven quantitative approach to inform your pricing and access strategies

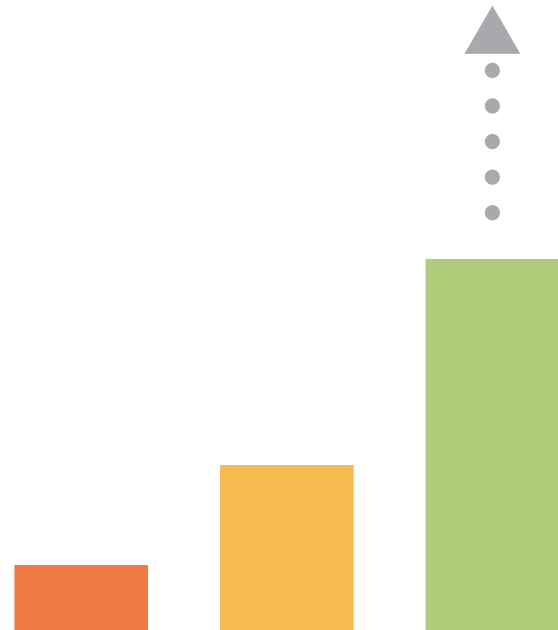
Ipsos is a recognized industry leader in willingness-to-pay (WTP) research and advanced quantitative techniques, and we understand the challenges in establishing pricing and access strategies in self-pay markets. To help meet these challenges, we combine our extensive experience in market access and pricing strategy with our quantitative consumer pricing expertise. The result is a robust, quantitative approach to assessing patient willingness-to-pay and various factors of influence: physician recommendation, value drivers, market factors, to name a few. Our findings inform global and country-specific strategies for our clients.

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Establishing the right evidence to inform your strategy

Our approach includes gaining a deep understanding of our clients' needs, the market landscape and relevant market/patient influencers before working with our expert marketing sciences team to confirm the appropriate research approach (e.g. PSM Plus, MaxDiff, conjoint, etc.). Results are pressure-tested by our senior market access leaders and crafted into key insights & recommendations for your pricing and access strategy



Developing studies designed with your proposed objective in mind

Whether your aim is an initial launch in a self-pay market, or defending your brand against loss of exclusivity or a new competitor, we ensure the study starts with your end result in mind and finishes with clear actionable insights.

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.