

# Custom Research to Support Product Value Proposition, 1 of 2

Engagement	Health Strategies Group: Deliverables
Client wanted to ensure that payers recognize the value propositions and supporting key messages for their asthma-COPD products	<ul style="list-style-type: none"> <li>Assessed the product attributes payers consider when making access decisions for products within the category</li> <li>Determined payers' perceived value of the client's products, messaging, and account management in the category</li> </ul>
Client wanted to know how to maximize the potential of a delayed-release formulation of an existing product by securing unrestricted reimbursement from health plans	<ul style="list-style-type: none"> <li>Identified and compiled the information needed to communicate the patient need and how the new formulation is a high-value solution</li> </ul>
Client needed to determine which potential product profile would optimize the product's payer access at launch	<ul style="list-style-type: none"> <li>Assessed payer perceptions to identify which profile will optimize access</li> <li>Identified how payers in different segments manage targeted categories</li> </ul>
Client needed to confirm that its product can command a price premium in the health plan market and secure preferred formulary access with minimal discounting in commercial/Medicare plans	<ul style="list-style-type: none"> <li>Assessed commercial and Medicare plans' management of the product's category</li> <li>Predicted preferred access for the product with an X% price premium</li> </ul>
Client needed to optimize the value proposition and identify the most effective payer messages to maximize a product's potential launch	<ul style="list-style-type: none"> <li>Assessed and determined the optimal messages and message flow that will yield the most compelling payer positioning for the client's product</li> </ul>

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# Custom Research to Support Product Value Proposition, 2 of 2

Engagement	Health Strategies Group: Deliverables
<p>To maximize positioning and access for a specific product, client needed to identify optimal payer messages that communicate the value of the product's new indications</p>	<ul style="list-style-type: none"> <li>• Provided an understanding of how payers perceived new indication stimuli relevance and believability (message testing for each indication done separately)</li> <li>• Assessed optimal message flow to stimulate productive conversations with payer customers</li> <li>• Identified opportunities to improve the effectiveness of the client's payer messages</li> </ul>
<p>Client needed payer feedback on messages that optimally communicate client's value to payers</p>	<ul style="list-style-type: none"> <li>• Qualitatively tested plans' reactions to a variety of the client's messages (i.e., medical management, non market leader)</li> <li>• Identified strengths and weaknesses of each message, messages that could undermine the client's communication goals, and the potential effect of order on plans' perceptions of messages</li> </ul>
<p>Client needed to identify the optimal payer value story for an established product to grow its position among commercial Medicare payers</p>	<ul style="list-style-type: none"> <li>• Described the formulary access and management decision-making process for products within the therapeutic category</li> <li>• Identified product attributes that differentiate products among payers</li> </ul>
<p>Client wanted to create and test value propositions for product that will resonate with key customers within hospital systems and then prepare information to educate their field force on senior-level customers that influence product use</p>	<ul style="list-style-type: none"> <li>• Provided recommendations for value propositions for senior-level customers in hospital systems</li> <li>• Developed a summary sheet for targeted customer types that describes responsibilities, needs, management structures, and potential influence within catheter and stroke management</li> </ul>
<p>Client needed to determine which potential product profile of a Type 2 Diabetes drug would optimize the product's payer access at launch</p>	<ul style="list-style-type: none"> <li>• Determined how payers' management of diabetes and cardiovascular disease categories will evolve in the next three to four years</li> <li>• Assessed payer perceptions to identify which profile will optimize access</li> <li>• Identified how payers in different segments manage targeted categories</li> </ul>
<p>Client needed to determine the optimal payer value proposition for a new vaccine that will be the only direct competition for an established product</p>	<ul style="list-style-type: none"> <li>• Assessed payers' reaction to the product profile and recommended clinical/economic attributes to promote to payers</li> <li>• Identified opportunities to promote use and coverage in response to the competing product's revised committee recommendation</li> </ul>