

Payer and Pricing Research - Price Sensitivity Assessment



Global Pharma Company trying to understand Price Sensitivity for a novel product ready to be launched



Client Challenge

- ❓ Will decision makers include my product in their hospital portfolio?
- ❓ How much will they pay for my product?



iIS Solution

- ➔ iIS put together two **Advisory boards** of decision makers- **Hospital Managers** and **Pharmacy Managers** from top Spanish Hospitals:
 - ✔ **Hospital Managers:** Hospital Clinic, Hospital Clinico San Carlos, Hospital Ramon y Cajal, Hospital Virgen de Las Nieves,...
 - ✔ **Pharmacy Managers:** Hospital Virgen de las Nieves, Hospital La Paz, Hospital Universitario La Fe, ...
- ➔ iIS developed the Advisory board discussion guide, moderated the session and shared insights with the client (**iIS KnowledgeSM**)

ILLUSTRATIVE non EXHAUSTIVE

Depending on the scenario and the payer (Hospital Manager vs. Hospital Pharmacist), price sensitivity varies



	<i>Avg.price</i>	H. Managers/ Regional auth.	Hospital pharmacists
<u>Scenario 1:</u> <i>Product X is reimbursed at national level. A national therapeutic positioning report is published.</i>		5.756 €	5.330 €
<u>Scenario 2:</u> <i>Product X is reimbursed at national level. A national therapeutic positioning report is published. A hospital protocol of use is also published by the individual hospital.</i>		N/A	5.280 €
<u>Scenario 3:</u> <i>Product X is reimbursed at national level. No national therapeutic positioning report, regional protocol or hospital protocol is published.</i>		5.822 €	5.140 €
<u>Scenario 4:</u> <i>Product X is reimbursed at national level. No national therapeutic positioning report is published. A hospital protocol of use is published by the individual hospital or the regional authority.</i>		5.722 €	5.550 €
	Total Avg.	5.767 €	5.325 €

ILLUSTRATIVE non EXHAUSTIVE