

Helping your brand rise above the challenge.

Whether you have a biosimilar trying to break into an established market, or an originator trying to defend years of investment, our highly experienced researchers can help.



Biosimilars

Despite cost savings and improved patient reach, breaking into a new market is not without its challenges - from lengthy approvals to gain share agreements & even growing competition from other biosimilars.



Originators

As HCPs are opening up to biosimilars (in some areas more so than others) lack of familiarity and trust are becoming lesser barriers - thus leaving originators to fight even harder for their market share.

EXAMPLES

What can we do?

Uncover payer insight to help develop a robust access strategy

Establish the right pricing approach for competitive edge

Understand how to drive adoption through value added

Unlock the best communication campaign for your brand

Evaluate new opportunities to enhance your current proposition

Understand how value added could help defend brand loyalty

Unearth emotional drivers to find new leverage against competition

Monitor your brand health to keep on top of risks and changes

Contact us to find out more



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