

## Introduction to conjoint



# What is conjoint?

Conjoint is a widely used, powerful statistical technique designed to understand the **combination of attributes** that are most influential during **decision making**.

Conjoint can be used to support marketers with:



New Product development



Access & Pricing



Segmentation & Targeting



Forecasting



Communication optimisation

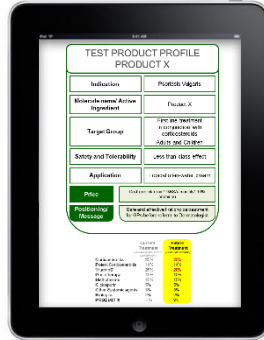


What if scenarios?

# There are a number of conjoint technique approaches

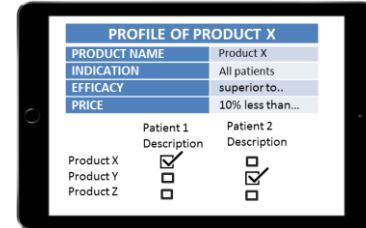
## Allocation Based Conjoint

The most common conjoint approach in pharmaceutical research is assessing what treatments healthcare professionals will prescribe for their patient cohort.



## Choice Based Conjoint

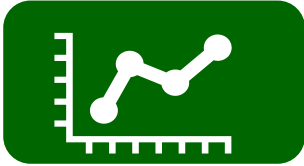
Respondents are presented with pre-defined scenarios and are invited to choose between a number of alternatives (e.g. choose the alternative(s) most likely to prescribe.)



*With over 30 years experience, Impact Health know exactly when to utilise which method.*

# Outputs and our conjoint simulators

## Conjoint Simulator- *Harness the Power of What if...*



Impact Health provide leading edge predictive modelling and strategic simulation tools that help accurately predict all possible futures

Our tools are driven by robust, representative survey data combined with proven simulation science.

- Enabling our clients to make informed decisions and de-risk critical decisions
- Allowing you to look into the future and anticipate what will happen if changes to the components of the marketing mix are made
- Determine anything from the impact of a price increase, genericisation or effect of adding a new drug to an existing portfolio
- Allowing estimations and forecasting of potential uptake and share of prescribing changes

# Contact one of the team to learn more about:

- If conjoint is suitable for my business challenge?
- Our specific conjoint training (lunch and learn sessions)
- Our industry leading simulators