



Understanding price sensitivity in a changing landscape

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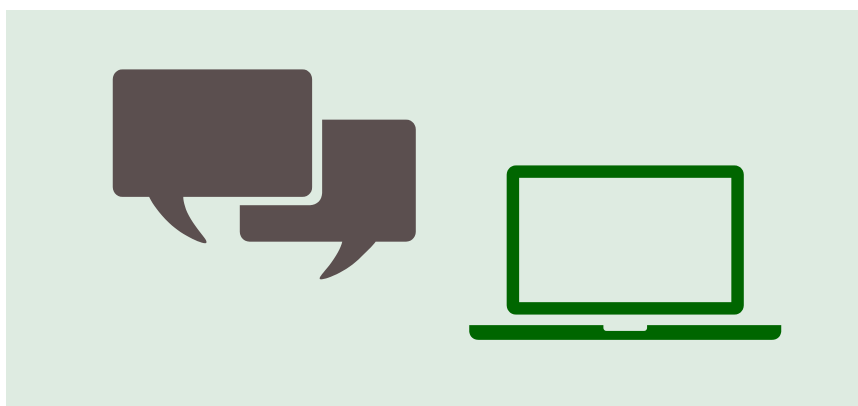
The business challenge.

Our client, a multinational pharmaceutical company, needed to understand how sensitive payers and clinicians were to price in order to develop a strategy for a market set to quickly evolve following the introduction of multiple new products.

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Our approach.

In order to answer our clients objective we conducted a series of telephone-depth interviews with payers, followed by an online questionnaire with clinicians. This enabled us to not only gain an in-depth understanding of the changing market landscape, but also test multiple pricing scenarios to understand overall sensitivity to price both against current competitors, as well as those on the future horizon.



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The outcome.

The research helped our client understand current and future price sensitivity among key payers and clinicians, and thus supported their internal decision to change their price strategy going forward given the rapidly evolving market.