

Price optimisation of a new psoriasis product



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The business challenge.

A pharmaceutical company launching a new psoriasis treatment contacted Impact Health to understand what would be the optimal price for the product. Specific understanding was required to determine acceptable price to be included on formulary, whilst complimenting other products within their portfolio and providing maximum commercial return.

Our approach.

In depth telephone interviews with CCG level payers provided a comprehensive understanding of the local guidelines required for formulary inclusion, and acceptable price point for market entry vs. key competitors.

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Telephone Interviews

- Interviews with 20 CCG level payers lasting 45 mins each
- (Incl. commissioners, prescribing advisors medicine management, health board pharmacists, GP leads, AWMSG & SMC members)
- Mix of UK regions



Method

- Standardisation of costs to ensure clear interpretation across different formulations
- Perceived Value Pricing (PVP)
- Van Westerdorp

The outcome.

Based upon the information and insights gained through the interviews, we were able to recommend to the client a premium that would be deemed acceptable for formularies and would also compliment other products within their portfolio. From the interviews we were also able to provide the client with information relating to potential positioning their new product in the market for optimal results.

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