



PAYER COMMUNICATIONS TRACKER

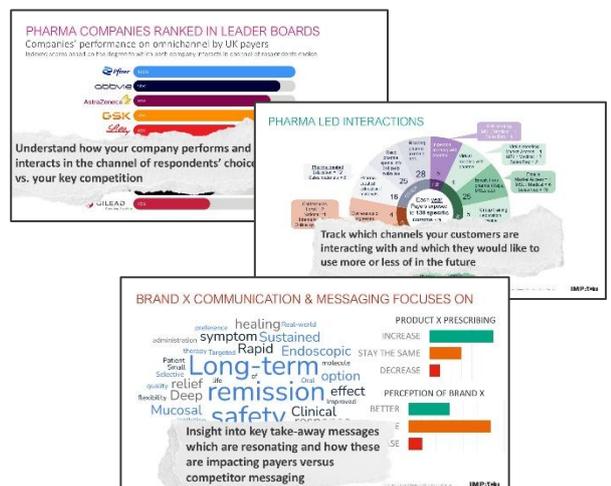
<p>UK Syndicated communication tracking study</p> <p>Run every 6 months</p>		<p>1-hour, semi-structured CATI with pre-task (exercise recording comms interactions)</p>		<p>Buy-in £12,000 ex VAT per wave</p>
	<p>n=30 immunology high-cost-drug payers each wave</p>		<p>Tailored PowerPoint report answering your specific questions wave</p>	

Syndicated communications tracking solution putting up-to-date customer insight and preferences at the heart of marketing and communication strategy

A solution which allows your teams to understand what messages are recalled about your brand(s) vs competition and the best way to engage with relevant (HCD) payers. Providing essential customer insight to design and maintain a competitive edge and optimise communication strategy

From designing strategy to implementing tactics – what this study will help answer for your team

- ✓ Keeping a finger on the pulse of current & future trends impacting payer decisions
- ✓ Tracking which communication channels your customers are consuming over time and which they'd like more of in the future
- ✓ Benchmarking how your company's and brand's communications are performing vs the competition via our key channel leaderboard
- ✓ Understanding what content is of most interest to payers in your therapy area
- ✓ Detailing what messages are recalled about your brand vs the competition and what this means to payers



A syndicated solution to help you identify the most engaging content and channels to engage with high-cost drug payers successfully

SAMPLE & METHODOLOGY



- **UK Payer-focused** syndicated communications tracker
- 30 high-cost drug payers (per wave) with a focus in immunology (Gastroenterology, Rheumatology and Dermatology)
 - Qualitatively recruited respondents based on responsibilities in budgetary, procurement, formulary and protocol decision making

Ensuring a robust and representative sample made up of Payers who have influence over which drugs are prescribed in your therapy area

- **Twice yearly syndicated tracking** market research study
- **Pre-task exercise** is provided to payers to help record their communication interactions and in-the-moment thoughts. Facilitating more accurate recall and topics to further probe within the interview
- **1-hour semi-structured WATDI interview** to gain deeper insight into the topics. Led by experienced interviewers with proven knowledge and experience speaking with your customers

DELIVERABLES

- ✓ Easy to navigate PowerPoint presentation showing all key study information and access to tabulated results using free Q
- ✓ Summary with recommendations bespoke to your brand needs
- ✓ Virtual (Teams) debrief of the results and what it means for you and your stakeholders with the opportunity to have:
 - Bespoke cuts of the data for your team
 - Input into the next wave of the study (including question requests)

A friendly and responsive team who work in conjunction with the client to produce business focused solutions to complex questions

Biologics Brand Manager

Impact Health specializes in payer and access strategy, helping pharmaceutical and biotech companies navigate market access, reimbursement, value proposition and pricing challenges

Get in contact to learn more about our next wave of Payer Communications Tracking

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