

# Robust Review

See how our client leveraged Rapid Payer Response™ (RPR) to prioritize their asset's commercial opportunity across multiple indications in Acute Lymphoblastic Leukemia (ALL)... And got their Insights Report delivered in just 3 weeks!

RPR is an online platform that allows biopharma and device manufacturers to gain robust, immediate, expert feedback from the most diverse online global payer network – spanning 45 countries in as little as 5 days.

## SITUATION

Recently, a client leveraged Rapid Payer Response (RPR) to prioritize their asset's commercial opportunity across multiple indications in Acute Lymphoblastic Leukemia (ALL).

## METHODOLOGY

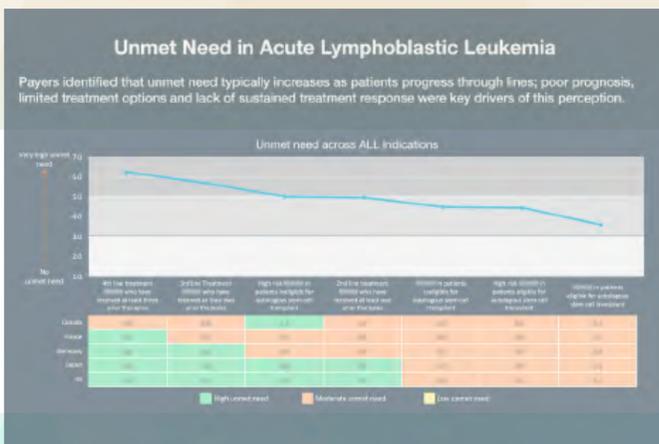
RPR's technology enabled adaptive pricing modules were used to triangulate both Van Westendorp (unprompted) and Gaber Granger (prompted) approaches to hone in on optimal price reported by 36 Payers across the US, Canada, France, Germany and Japan.

## KEY QUESTIONS

- Were the client's indication prioritization strategy recommendations appropriate, and were achievable price ranges appropriate?
- Were they leaving money on the table?

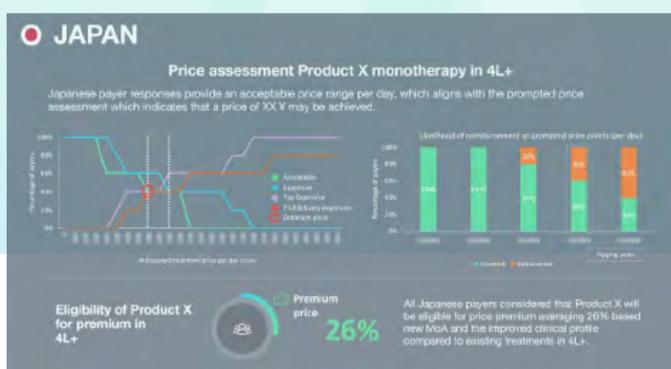
**Result:** Within 3 weeks of initiation, RPR was able to demonstrate:

**1. Specific treatment positioning which were associated with the highest unmet need juxtaposed to their achievable profile scenario**



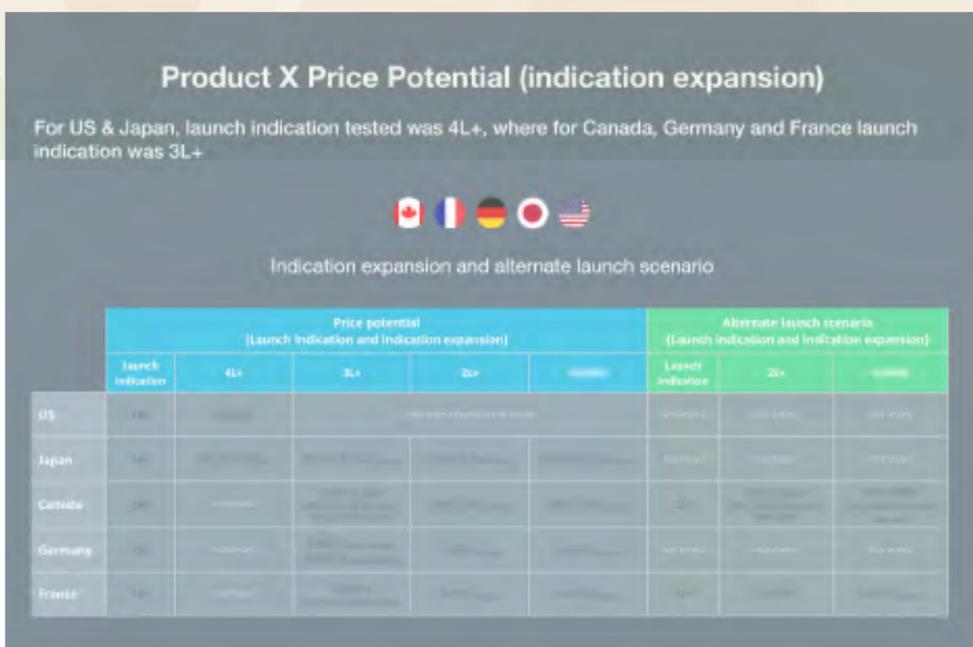
**2. Overall Launch sequence plan with 2 scenarios based on achievable anchor price for the first indication**

**3. Strengths and Weaknesses and corresponding HTA outcome achievable for each indication**



**4. Validation of Client's price assumptions including semiquantitative evidence when there was a significant variance between client and payer expectations**

**5. Average price reduction for each subsequent indication**



## IN CONCLUSION

Within 3 weeks RPR was able to gather robust insights not available through a traditional research method that allowed our clients to...

- Know the current treatment landscape and how payers were categorizing the unmet needs
- Pinpoint which endpoints hold the most value to inform their trial design
- Gauge where to best focus their messaging and data collection efforts for their TPP
- Secure a much higher price point than initially projected

**Want results like this?**

Reach out to schedule a demo!

**CONTACT US NOW!**

## About Market Access Transformation (MAT)

Founded by industry veterans, MAT specializes in developing cutting edge technologies that enable the healthcare community to gather and exchange insight that assess the real-world potential of their products. MAT offers an online, information exchange platform, Rapid Payer Response™ (RPR), that allows healthcare stakeholders to secure immediate, expert feedback from the largest and most diverse online global payer network.