

# **RPR<sup>TM</sup>** **research** **smarter.**

**RICHER, MORE IMPACTFUL INSIGHT  
ON DEMAND.**





**Rapid Payer Response™ (RPR)** is an agile, on-demand platform that allows you to conduct faster, higher quality, more insightful research via direct payer engagement.

Through our global payer network, it is possible to gather more accurate, robust feedback by probing further and asking deeper questions at any time, ensuring you always have the exact answers you need in a fraction of the time and cost of a traditional payer research project.

**A technology-driven platform fueled by experts.**

# The Secret Sauce

PLATFORM, PAYERS, PEOPLE

## PLATFORM

Agile technology platform that facilitates rapid, global research and reporting within an easy-to-use dashboard environment.



## PAYERS

Largest global network of vetted experts chosen for their functional, experiential, disease, and geographical expertise.

## PEOPLE

Team of life science and market access experts that drive the entire engagement, from survey development to Insight Reports.

# Why is an agile platform better?

## Agile works better for you...

**WHEN TIME IS ON YOUR SIDE,** engage in multiple waves of research rather than one – by asking clarifying questions, and exploring new perspectives and lines of inquiry.

**WHEN PRESSED FOR TIME,** get insights in days instead of months without sacrificing the quality of responses and results.

## OUR MULTI-WAVE APPROACH



**do it again in a second wave ~** looking at new perspectives & lines of inquiry

# How it Works

The richest insights possible in **ONLY THREE WEEKS**, compared to the traditional three months.

## OUR THREE WEEK TIMELINE

### Project Prep



#### Develop/Finalize Survey

Work with MAT Consultant to identify strategic objectives, ensure all compliance requirements are met and to craft the survey questions.



#### Select Payers

Input Payer selection criteria (functional, experiential, disease, geographic) and invite Payers to participate.



#### Compliance Sign-off

Ensure all stakeholders have approved the survey and all compliance requirements are met.

### 5 Days



#### Field & Vet Responses

Payers who have opted in have 48 hours to answer their survey questions via our Payer Portal. The MAT consultants review all the answers for clarity and quality.



#### Clarify & Dig Deeper

Ask follow up or additional questions to probe more deeply or clarify responses.



#### Deliver Insights

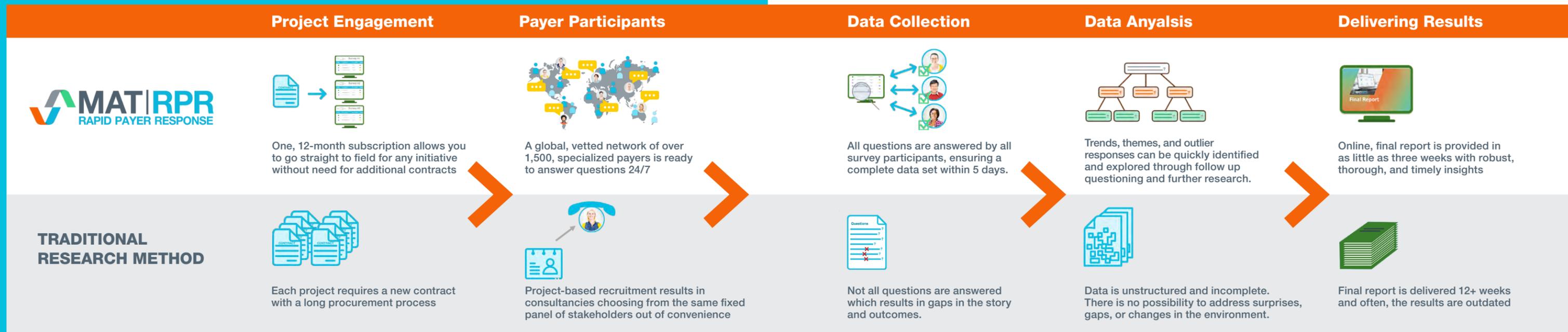
Download expert Insight Reports from your client dashboard.

### 14 Days

# Revolutionary Research

RPR™ CAN REPLACE TRADITIONAL FORMS OF PAYER RESEARCH. IT IS NOT ONLY FASTER, BUT BETTER.

Here's why:



## Phone Interviews don't deliver the best data

The perception might be that an interview is still the gold standard when it comes to payer research, but the truth is that interviews are guide-based, and most often conducted by a junior analyst just going through the motions. It takes a smart and experienced consultant to probe and think on the fly. Unfortunately, this means that important insights are often left undiscovered. With RPR™, our consultants review responses and reengage with payers – ensuring that no stone is left unturned. The result? Our clients receive the most comprehensive and robust insights possible.

## What does this all mean?

- There is a new paradigm in payer research that will give you richer, quicker insights at a fraction of the cost. Never before has it been possible to access payers in such a direct way – enabling you to ask clarifying questions or probe deeper.
- There is the most highly curated, specialized group of payers available anywhere in the world now available to you 24/7. No need to spend time finding the right people to field a survey.
- There will never be a scenario where you have a question and it cannot be answered – within the shortest timeframe possible.

# What We've Accomplished



MAT has been at the forefront of revolutionizing Payer Research since 2015. In the past six years, we have run over 600 payer survey projects in over 45 countries on behalf of over 51 manufacturers, including the largest, global pharmaceutical companies.



A trusted partner to some of the top pharma companies across the world, we are now working with over

**60+** Manufacturers including  
**19** out of the top 20 Pharmaceutical Companies.

We have achieved a  
**93%** renewal rate

We have run projects in the following categories:

- |                    |                     |
|--------------------|---------------------|
| Immunology         | Nephrology          |
| Respiratory        | Orphan Rare Disease |
| Cardiovascular     | Endocrinology       |
| Infectious disease | Metabolic           |
| Neurology          | Ophthalmology       |
| Oncology           | Inflammation        |
| Dermatology        | Gastroenterology    |
| Hematology         | Orthopedics         |
| Pulmonary          |                     |

## RPR™ can be used in any research phase and for a variety of Assessment types



## What clients are saying

"I find RPR™ very comforting knowing that I can reach out to payers in an on-demand fashion as I am responsible for early stage oncology assets in an environment that is constantly changing."

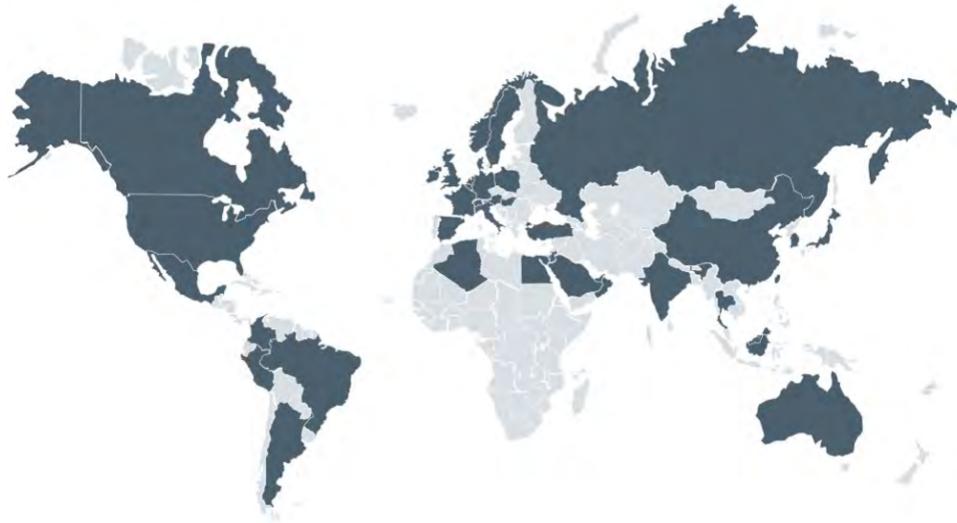
- Global Payer Lead, Oncology

"We are always designing economic models, but have little opportunity to gain payer feedback in an iterative process. RPR™ is great because it allows us to get the right amount of payer feedback or response to our model inputs before submitting in our global dossier."

- Director, Pipeline global HEOR, Immunology

# The largest, global network of experts available

## WHY OUR PAYER NETWORK IS SO SPECIAL



RPR™ network covers  
**45+**  
 countries  
 at national, regional,  
 and local/hospital  
 levels

## A vetted, standing panel ready to answer your questions 24/7

Our highly curated, global payer network is comprised of carefully selected and recruited individuals. They are employed as independent advisors and must adhere to strict legal guidelines and ethical standards. Their participation is monitored for quality, ensuring that the answers provided are always as informative and thorough as possible.

**Payers are chosen on four key areas of expertise and fully vetted for reliable insight.**

**Functional expertise**

- Pricing
- Economic Evaluation
- Reimbursement
- Coverage
- HTA
- Private Payer
- Public Payer



**Disease categories expertise**

- Cardiovascular
- CNS
- Dermatology
- Endocrinology
- Gastroenterology
- Hematology
- Infectious disease
- Inflammation
- Internal Disease
- Metabolic
- Nephrology
- Neurology
- Oncology
- Ophthalmology
- Pulmonary
- Respiratory
- Urology

**Experiential expertise**

- Medical Device
- Diagnostics
- Orphan/Rare Disease
- Vaccines



**Geographical expertise**

- National
- Regional
- Local/Hospital

# Engaging with us

## THE CREDIT-BASED SUBSCRIPTION

Engaging with us is easy via a one year, renewable, credit-based subscription model. It expedites and simplifies the entire research process, enabling you to run a survey or ask a question for any project, at any time. No cumbersome project-based contracts are needed, so as your priorities change, you are able to shift your research focus along with your project focus – without skipping a beat.



$$\begin{array}{l}
 \text{4 flexible, credit-based, 12 month subscriptions are available.} \\
 + \\
 \text{A simple formula makes it easy to calculate your spend for each survey fielded.} \\
 = \\
 \text{When you have a need go Straight-To-Field – it's easy to add upgrade if your needs expand.}
 \end{array}$$

Credits correspond to the number of questions and payers for each survey and factor in the time of our Market Access Consulting Team, who help craft the questions and generate the Insights Report.

## About Market Access Transformation (MAT)

Market Access Transformation (MAT) specializes in developing agile technology platforms that enable healthcare manufacturers to gather insights and assess the commercial viability of their products. We provide the most robust and timely insights to our biopharmaceutical and healthcare clients around the world through both Rapid Payer Response™ (RPR) and Envision™.

## Want results like this?

Reach out to schedule a demo!

**CONTACT US NOW!**

