

Global Stakeholder Insights-Gathering Informs Optimal Pricing Strategies

Preparation for the European launch of 2 biosimilars

Situation

A pharmaceutical manufacturer was preparing to launch 2 biosimilars (Product X and Product Y) with autoimmune disease indications across 6 European markets. With several access challenges for both products anticipated, the company was in need of a detailed assessment of likely access conditions and price potentials at launch, as well as the evidence generation needed to improve those scenarios across markets. The assessment findings would be critical to informing the development of a pricing strategy for both biosimilars.

Challenges

- Both biosimilar products would launch into a crowded market
- Significant country and regional variations existed in current treatment policies and prescribing patterns across the targeted EU markets
- One product was entering the space with biosimilars already on the market for its originator; the other product would be the first biosimilar to enter for its originator

Solution

To assist in the development of a preliminary pricing strategy Precision conducted secondary research, followed by primary research with key stakeholders—payers and KOLs—in the 6 selected markets. The project was carried out in a structured approach that included:

- Assessment of the evolving environment for the indicated biosimilars in the target markets, focused on:
 - Policies, guidelines, and other mechanisms used to drive biosimilar adoption

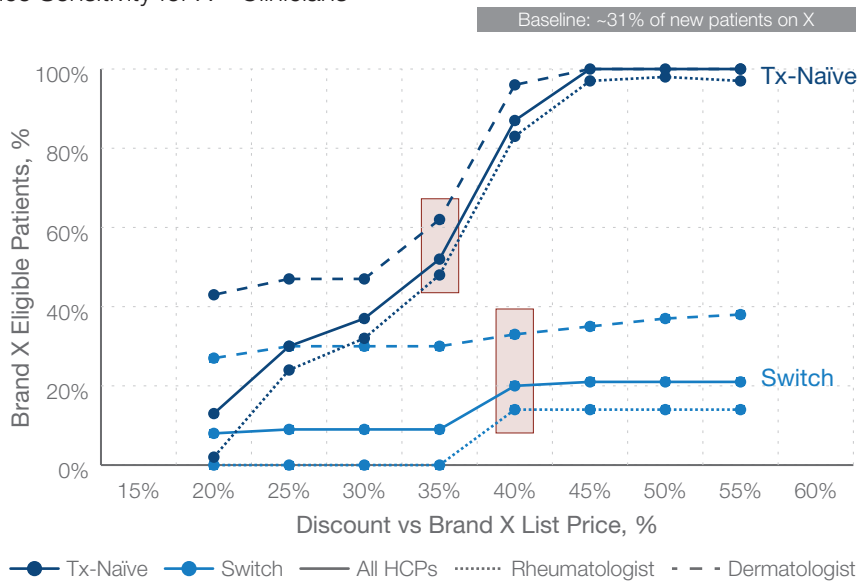
The findings of the well-executed research plan allowed Precision for Value experts to build a pricing strategy to mitigate the identified reimbursement challenges

- Stakeholder decision-making and purchasing processes for biosimilars
- The evolving competitive landscape, including competing treatments, list and net prices, and usage volumes
- Pricing research to identify the net discount needed to drive adoption of the biosimilars, including:
 - Exploration of variability in discounts needed across different patient populations, eg, treatment-naïve vs stable/switch patients
 - Identification of value drivers other than price that might also aid adoption

Results

The findings of the well-executed research plan allowed Precision experts to build a pricing strategy to mitigate the identified reimbursement challenges, inclusive of considerations around contracting and discounts. Recommendations specific to the target audience were also provided to prime the markets for launch. Final strategic recommendations were made to support an innovative pricing strategy for launch designed to enable the products to achieve optimal access and uptake in the target markets.

Price Sensitivity for X – Clinicians



Research outputs included:

- Capture and analysis of payer and KOL perceptions of Product X's and Product Y's value in the context of the current and evolving competitive landscape
- Determination of the price "tipping point" for the products that might optimize access and utilization
- Identification of reimbursement challenges

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