



Impactful market research analysis.

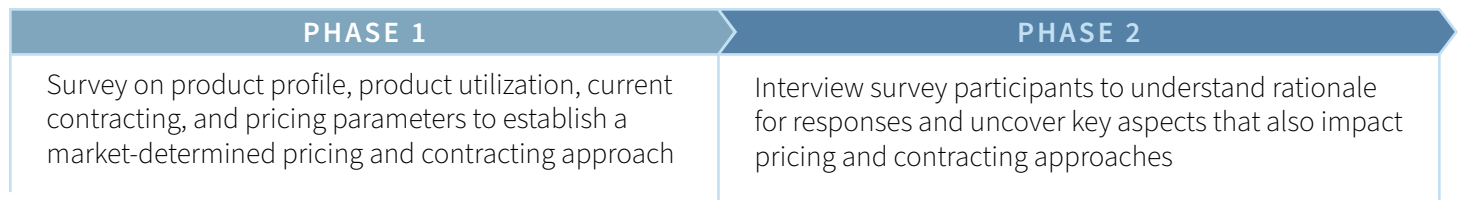
Launch price optimization in a crowded oncology space

Business Situation

A new-to-market pharmaceutical manufacturer needed support and justification for a proposed at-launch price range for its first product launch in the renal cell carcinoma indication.

Solution

COEUS designed and conducted an exhaustive study with a cross-functional group of payers spanning commercial, Medicare, Medicaid, IDN, PBM, GPO, and oncology mega-practices. Our research approach consisted of two phases:



Our experts conducted extensive analysis of the collected data to develop the final recommendations, such as:

- Aggregate and customer-segmented insights on expected management, competitive differentiation, perceived value, and contracting preferences
- Van Westendorp price sensitivity analysis to determine the optimal at-launch price to ensure uptake
- Word-coding analysis from qualitative follow ups for further insights on net vs gross price

Results

Leveraging our deep expertise in oncology market access, the COEUS team provided the new-to-market manufacturer with a robust pricing strategy that effectively supported their proposed price range for their first product launch in the renal carcinoma indication.

Upon concluding market research, COEUS crafted a compelling Board of Directors presentation, driving the decision for the optimal price point.

