

Flexible Pricing Strategies:

Maximizing Value across the Pharmaceutical Product Lifecycle



Flexible pricing is a critical tool in the management of a product's lifecycle. By providing an opportunity to apply for an increase in a product's original list price, pharmaceutical companies are incentivized to gain new and better evidence and test new indications.

The study, based on primary research, compelling case studies, and in-depth interviews with payers on flexible pricing strategies, will help you improve your lifecycle strategy.

Our primary research, combined with our pricing and reimbursement expertise, provides insights into:

- Payers' willingness to renegotiate prices upwards post launch
- Partnerships and incentives from the industry that payers might consider in exchange for a higher launch price
- Outcomes and value that payers expect in order to increase a price
- Timelines for flexible price reviews
- Viability of the unveiled trends

Answering your key questions

- How can I best utilize flexible pricing?
- What are the opportunities for existing indications?
- What are some best practices based on payer preferences?

Country coverage

- France
- Germany
- Canada
- Italy
- Japan
- Australia

Deliverables

- Report available online via our MyInsight platform and in PDF
- Microsoft PowerPoint
- Available as a stand-alone study or as part of a bundle including studies and presentations

Meet our experts

Gustav Ando leads the Healthcare and Pharma practice at IHS. Formerly a healthcare analyst, he has extensive experience in the fields of market access, therapeutic development, drug safety, emerging markets, and health outcomes. Previously, Gustav worked with pre-merger Pharmacia Corporation in New Jersey and Pharmacia AB in Stockholm. He is a graduate of politics from the University of Durham and has a Master's degree in international studies from the University of Uppsala, Sweden, specialising in healthcare politics.

Gaëlle Marinoni manages the multi-client study offering in the IHS Healthcare and Pharma practice. Previously, she was a consultant for Brandtectonics Access, a market-access and clinical trial recruitment enhancement specialist. Prior to this, Gaëlle worked at IHS as a European research analyst and at the National Institute for Medical Research as a research scientist. Gaëlle holds a Doctorate in microbiology from the University of Western Ontario (Canada), a joint Master's degree in microbiology from the Pasteur Institute and the University of Paris VII, and a Master's in genetics from the University of Paris VII.

Our experts and our supporting team are available to answer your questions about the study and its findings.

IHS Healthcare and Pharmaceutical services

The IHS Healthcare and Pharma practice provides a portfolio of intelligence solutions to optimise the performance of companies and organisations across the pharmaceutical, biotech, and generics sectors. Our key focus is to provide actionable insights to support strategic decision making, particularly in the fields of market access, pricing and reimbursement, emerging markets, generics strategies, therapeutic development pathways, forecasting and market sizing, and general competitive intelligence.

For more information

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