

Pricing Research through 5 Critical Stages of the Product Lifecycle in Pharmaceutical/Healthcare

	Stage 1 Exploratory	Stage 2 Detailed Planning	Stage 3 Market Entry	Stage 4 Maturity	Stage 5 End of Product Life
Established pharmaceutical model	Phase I-II Pricing exploration to assist in understanding the business potential of different indications and value propositions	Phase III to Launch For the defined TPP, understand the likely uptake amongst key segments at various price points, and develop an optimal pricing strategy across countries	Market Access & Reimbursement At a national, regional & local level, provide compelling pricing + value propositions to payer groups in order to negotiate 'the fourth hurdle' most effectively	Post-Launch Monitor pricing of competitors, and incentives to distribution agents, with an eye on the competition and prescribing environment	Patent Expiry Manage the pricing at known patent expiry date compared to generics or biosimilars (SEBs); particularly by working with established brand equity
Further considerations for alternative healthcare models	Scope Value Proposition Understand the basis of how the healthcare product creates value & to whom, in order to make a 'go' / 'no go' decision regarding development	Define Pricing Proposition Develop a detailed pricing plan based on appropriate pricing research & pricing models with an approach which would ideally create barriers to entry for competitive products	Deploy Launch Sequence Identify the relevant consumers and payor groups and deploy a launch sequence for market entry	Market Monitoring In an environment without patent protection; monitor pricing pressures, competitive threats and relevant technology developments	Obsolesce & Transition The end of product life can be quite unpredictable (if it happens at all) and pricing research can help manage the transition to the next generation of products