

Trinity Quick Payer Pulse Product Evaluation

Validate pricing and access assumptions in days with a payer survey tool backed by deep industry knowledge

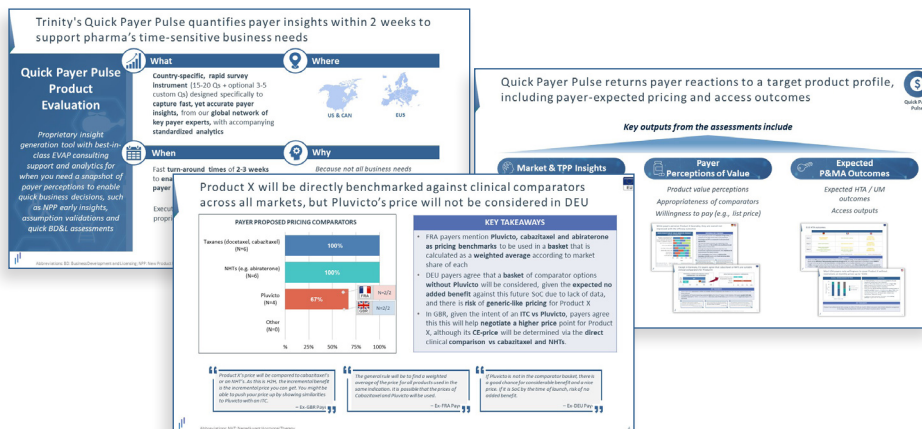


Pricing and access are vital to an asset's success globally.

There are many situations where a **payer pulse-check** is needed to make **efficient, informed decisions**—especially as assets go through earlier development phases or M&A processes.

- » With early-stage assets, there are continual needs for fast evaluation (TPP refinements, de-risking initial price points, etc.) to feed quick decisions that would be greatly enriched with payer feedback.
- » During quick-turn Business Development assessments, landscape and diligence readouts ideally include payer input on pricing and access—but initial diligence often happens too fast to do a full assessment.

Insights achieved with traditional engagements aren't always viable due to timing and resource constraints.



Quick Payer Pulse Product Evaluations

Analyze payer reactions to a target product profile (TPP), including payer-expected pricing and Health Technology Assessment (HTA)/access outcomes.

» Market Insights

- Perception of unmet need and budget impact
- Value drivers and detractors

» Product Perceptions

- Product and endpoint value perceptions
- Willingness to pay (e.g., list price)

» Expected Outcomes

- Expected HTA and Utilization Management (UM) outcomes
- Access outputs



Trinity Quick Payer Pulse | Product Evaluation

Quick Payer Pulse enables rapid, informed business decisions by leveraging Trinity's in-depth knowledge of the global payer landscape—and access to payer stakeholders—to provide a snapshot of payer perceptions within days.

Clients leverage Quick Payer Pulse, a proprietary survey tool, to generate and quantify country-specific payer insights to support time-sensitive business needs.

Life Sciences Leaders Enjoy:

Fast, accurate payer input from key payer experts with accompanying standardized analytics.

Instant access to Trinity's global payer panel through geographically-tailored questions to capture an expert-built snapshot of payer opinion.

Flexible purchasing options, including a credits-based subscription to support continual needs for fast assessments (TPP refinements, de-risking initial price points, external validation, etc.) by streamlining logistics like contracting paperwork and compliance review.

Seamless integration with Trinity's Business Development and Evidence, Value, Access & Pricing offering portfolios, as well as Trinity's broader solution portfolio (Primary Market Research, Commercial Analytics, Real World Evidence)—allowing for results, like an early price read, to be instantly fed into demand forecasting and other initiatives.

Unique time efficiencies—surveys are built-for-purpose with Trinity's expertise and in-house technology, taking the survey creation burden away from clients (yet still allowing for optional custom questions).

The option to design a customized package for research needs, including adding on consulting hours or follow-on work with Trinity's market-specific pricing and access experts and unmatched, end-to-end support.

[Ask Us A Question](#) | [Schedule A Meeting](#) | info@trinitylifesciences.com

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