



MAXIMA™
INTEGRATING CUSTOMER
& PAYOR PERSPECTIVES

to

Maximise Market Access

An innovative primary research approach

which addresses the disconnect between separately conducted payor and physician research to reflect the diverse needs of internal teams

Provides a flexible solution for market access decision-making

Captures the dynamics of individual markets

Predicts potential uptake for different market scenarios

Models impact of price and levels of endorsement

Available as a PC-based tool to allow modelling of “what if” scenarios

Adelphi

ADELPHI INTERNATIONAL RESEARCH



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MAXIMA™ Provides

A framework which seamlessly captures and reflects distributed decision-making

- ... Develops understanding of individual market dynamics
- ... Defines the relevant decision-making units
- ... Captures the payors' likely level of endorsement
- ... Integrates prescribers' potential uptake
- ... Analyses at decision-making unit level

MAXIMA™ Delivers

A robust and realistic basis to:

- ... Enhance market access planning
- ... Develop impactful payor communications
- ... Define price sensitivity and price volume relationships
- ... Optimise pricing and reimbursement strategies

Adelphi

For more details contact:

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