

Client Success Stories Strategic Market Research



Foster Rosenblatt

Specialty Pharma

Business Situation

 Foster Rosenblatt was engaged to conduct qualitative market research to help the client optimize their pricing and market access strategy for a potential new Fixed Dose Combination (FDC) for the reduction of Cardiovascular Risk (CVRR)

Approach & Methodology

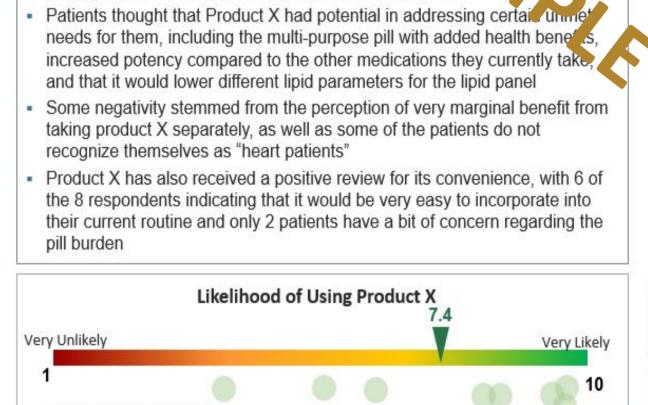
- F|R conducted qualitative primary market research with payers, physicians and patients in order to gain feedback on a potential new FDC product in the US CVRR landscape, which addressed:
 - Reactions to Target Product Profile, FDCs and Packaging
 - Exploring potential pricing scenarios and payer coverage/rebates
 - Understanding current FDC utilization and patient preferences
 - Potential gaps in product profile and unmet needs within the CVRR landscape

Deliverables & Business Outcomes

- A comprehensive report summarizing payer, physician and patient perceptions towards the product of interest with strategic recommendations to optimize market access
- Summarized key attributes regarding payer willingness to cover and optimal pricing, as well as drivers and barriers to market access

FDC LCM Assessment Qualitative Research Initial Impression FDC Therapy Foster Rosenblatt

Patients indicated that they are very likely to utilize this product as it addresses several unmet needs such as high potency, additional CV benefit, and efficacy of lowering cholesterol



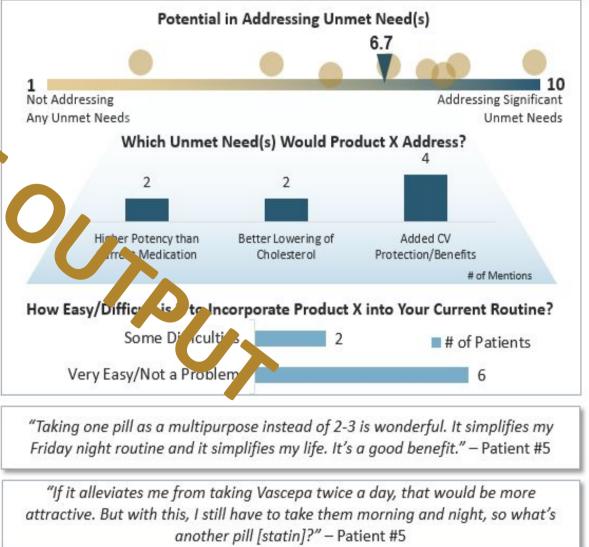
Likelihood of Using Prival ct Y

The product profile of FDC has received positive feedback of the majority

of patients indicating that they are very likely to use this progression

providing a rating of 7.4 out of 10 for likelihood of usage

Distribution of Responses

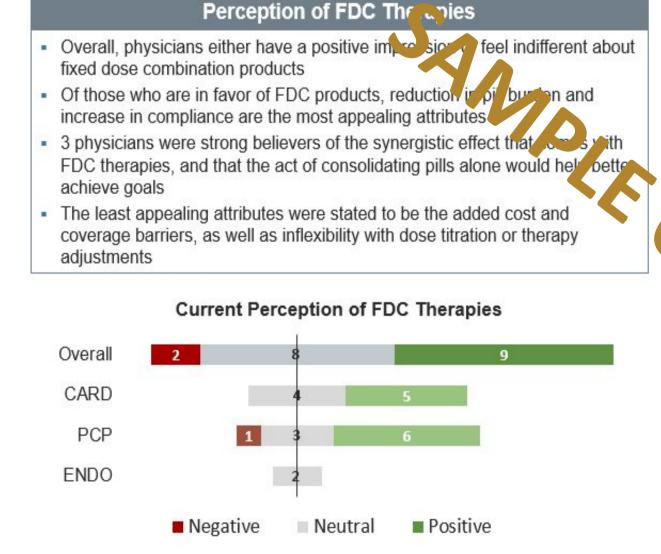


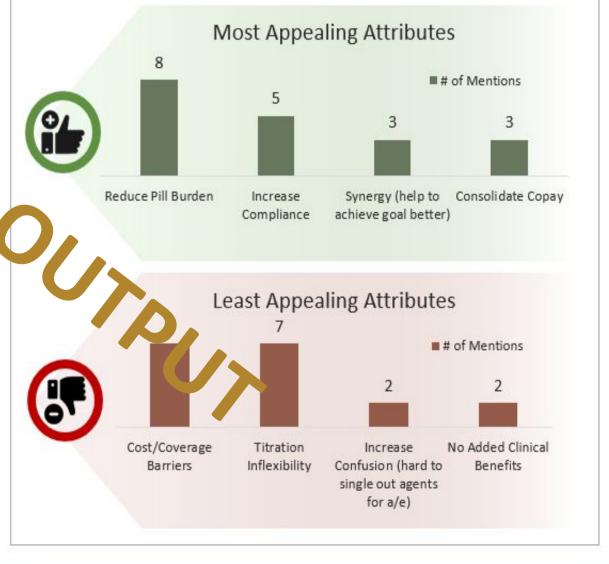
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FDC LCM Assessment Qualitative Research
Current Perception of Fixed Dose Combination Therapies

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Physicians generally have a neutral to positive impression on FDC products currently, with convenience and compliance being the most appealing attributes





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