



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

- FJR 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

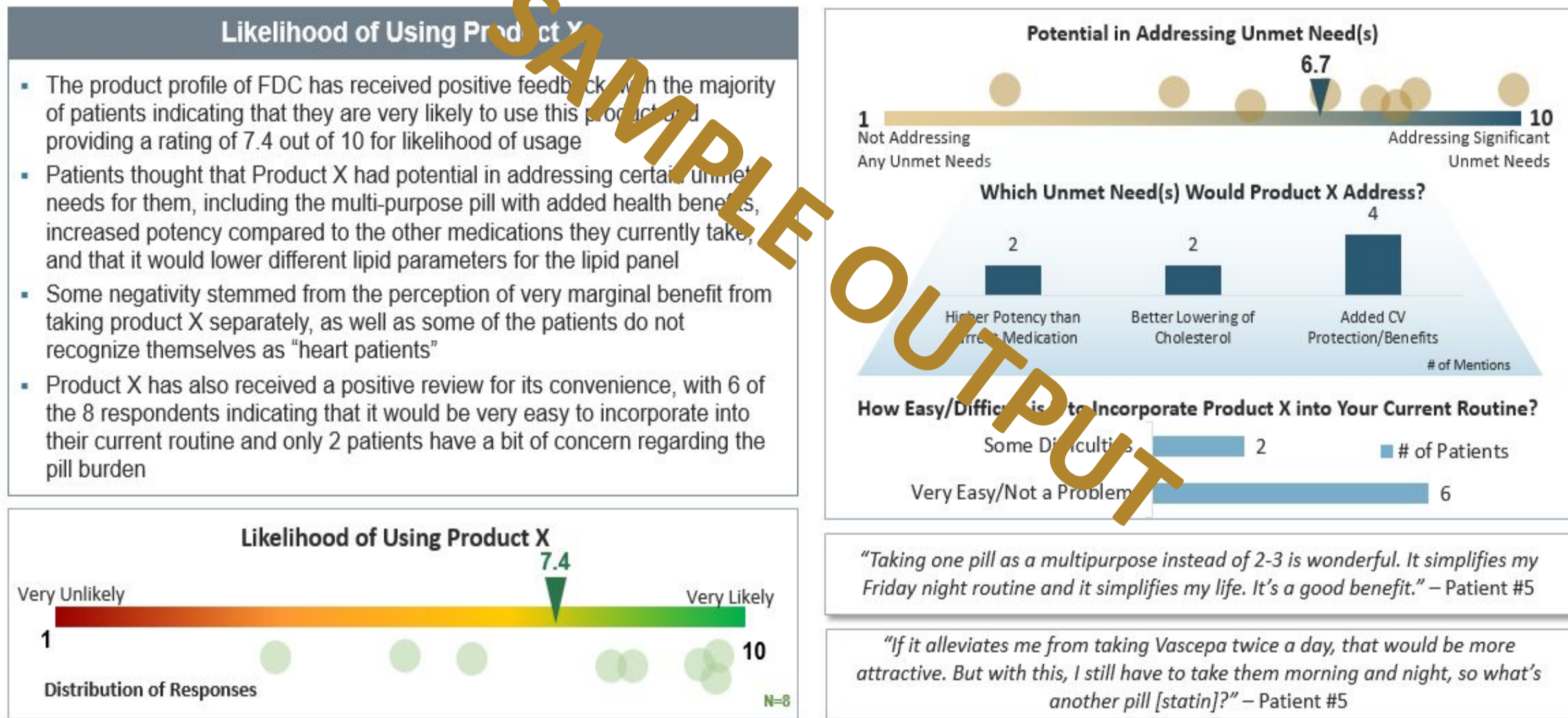
Deliverables & Business Outcomes

- 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

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



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

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

