

## FORESIGHT™ INTEGRATED RESEARCH OVERVIEW

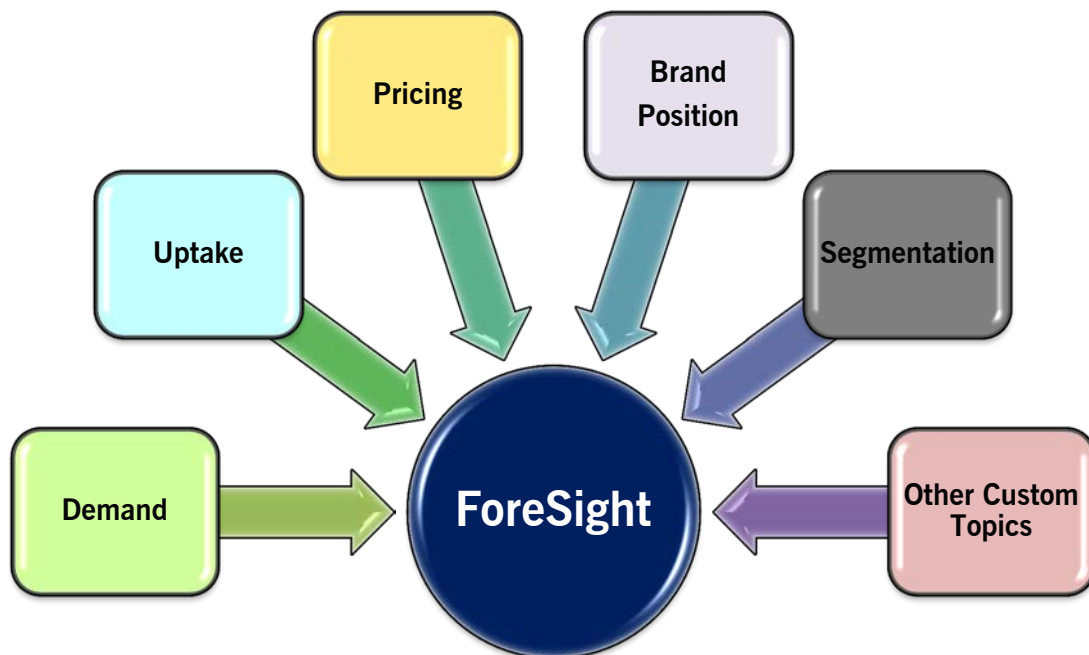
Pre-launch market research is critical to the uptake and ultimate success of a brand. Phoenix Healthcare has been very successful in combining into one study what has traditionally been accomplished through multiple studies with multiple audiences.

### Multiple Objectives

The ForeSight™ Integrated Methodology provides the following outcomes:

- ▶ The optimal price for the new product.
- ▶ The perceptual landscape of the current therapeutic market providing optimal positioning.
- ▶ The anticipated market share for the new product given the marketplace as well as expected uptake.
- ▶ The existing segments of physicians with regards to relative importance placed on product attributes.

The incorporation of these objectives into one study allows for a broader understanding of the brand and market, at the same time greatly reducing the cost and timing of the market research.



## Multiple Audiences

Incorporating multiple audiences allows for more insightful, holistic view of the marketplace.

To appreciate the value of all constituents involved in the success of a product, ForeSight incorporates individual research projects from physicians, patients, and payers into one collective view. The project leverages each component and allows for all perspectives to be considered to build the overall understanding of the market and product potential. For example, results from the payer component are incorporated into the assumptions used for both patients and physicians to construct the most realistic and appropriate pricing scenarios.



Additionally, physicians and patients complete surveys that incorporate both stated (traditional survey questioning) and derived (conjoint modeling, van Westendorp price sensitivity, etc.) measurements to provide multiple perspectives from respondents on the key metrics. This provides additional data points to consider, discuss, and leverage when making final decisions about the brand.

ForeSight studies are typically conducted over a 12-week period. The report deliverable combines the perspectives of all audiences and techniques and distills them into a manageable, synthesized, and comprehensive assessment of brand potential and draws the roadmap for a successful product launch... all in one research study.

## EXAMPLE OUTPUT GRAPHICS

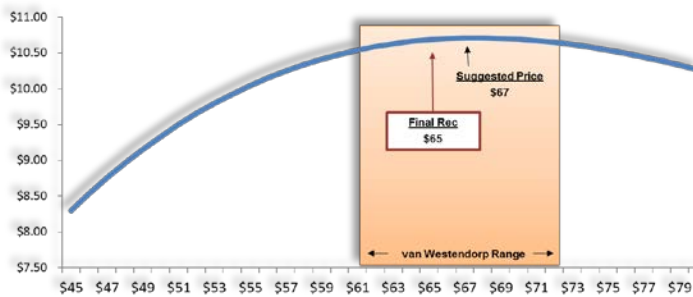
### Interactive Product Position Tool

This tool encapsulates the myriad of positioning data – attribute importance ratings, product performance ratings overall and by attribute – and displays them in an interactive, clear, and concise format.



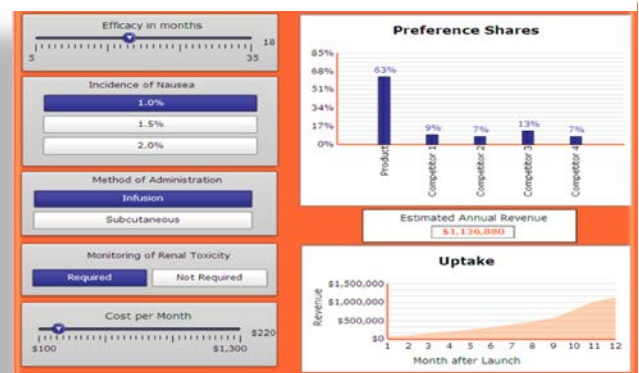
### Optimal Price

The optimal price function shows a recommended price of \$67, but other data suggests anything over \$65 may have unforeseen consequences. \$65 is the recommended optimal price.



### Market Share Simulator

Baseline expected market shares are produced according to the most likely scenario, and users are also able to alter product attributes such as price and visualize the resulting expected share.



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