

CASE STUDY

Pharma giant wanted to launch their new Drug to
9 different countries of Asia-Pacific market.

The Challenge

- Their global market access team wanted to decide market access strategy for this launch and understand about reimbursement and healthcare system of these countries of interest to prepare their market access strategy.

SIRO Solution

- Performed secondary data search to understand healthcare systems [governance, provisions & financing], reimbursement scenario and disease burden in each market.
- Provided the list of disease-specific key opinion leaders, patient advocacy groups and treatment centers.
- Prepared detailed report with relevant data and infographics for each country.

Key Takeaways

- Our reports helped successful launch of the drug.

