

Case Study

Developing an international reference pricing and launch sequence strategy

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Context

Client: Global life sciences company, leading manufacturer of ophthalmology products

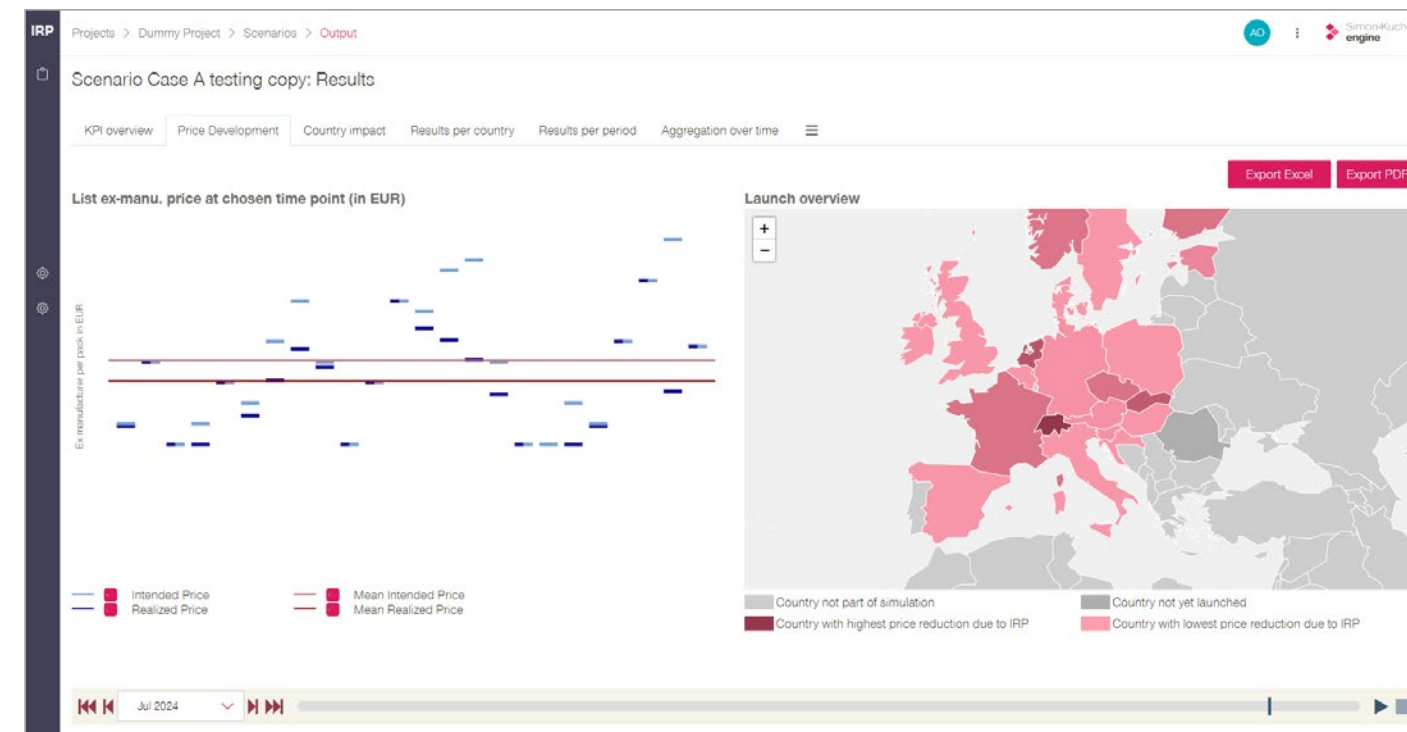
Project objective: Develop an international reference pricing and launch sequence strategy by applying the advanced analytics from Simon-Kucher LS Genius | IRP

Project Approach:

- **Gather and review** expected country-specific price and volume potential as well as current launch plan
- **Apply Simon-Kucher LS Genius | IRP** for cross-country price and launch sequence optimization
- **Develop launch strategy** based on IRP analysis
- Hand-over & training to enable client **flexible strategy review** after project completion

Outcome

- **Optimized international price corridor and launch sequence** by simultaneous assessment across all 34 countries in which the product is launched
- **Mitigation of the international reference pricing** impact by considering the trade-off between within-country revenue potential and cross-country IRP effects
- **Implementation into an actionable launch strategy** by leveraging Simon-Kucher's world-leading experience in the life sciences area



Source: Simon-Kucher & Partners. ¹ Within the model timeframe of 5 years

 Project impact:

+12% increased revenue potential¹

Simon-Kucher Engine combines over thirty-five years of unique monetization expertise with proven digital solutions that fit to you.

What we do

It's simple. We power businesses' growth. Through our digital technology and business-oriented thinking, delivered as a service. Straightforward and built to achieve the results you need – quickly and reliably.

What we deliver

Easy to use products: Cloud-based software as a service products, easy to use and implement.

Tailored solutions: Designed to help our clients grow and adapt to the ever-changing digital landscape, achieving the results they need.

If you want to use digital products to accelerate your company's growth, find out what our solutions can do for you. We support your business with intelligent engines, smart toolkits, and intuitive platforms – all quickly and reliably delivered by our team of product managers, developers, and engineers.



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