

Case Study

Using international reference pricing to unlock
+5–10% increased revenue potential

www.simon-kucher.com/engine



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Context

Challenge:

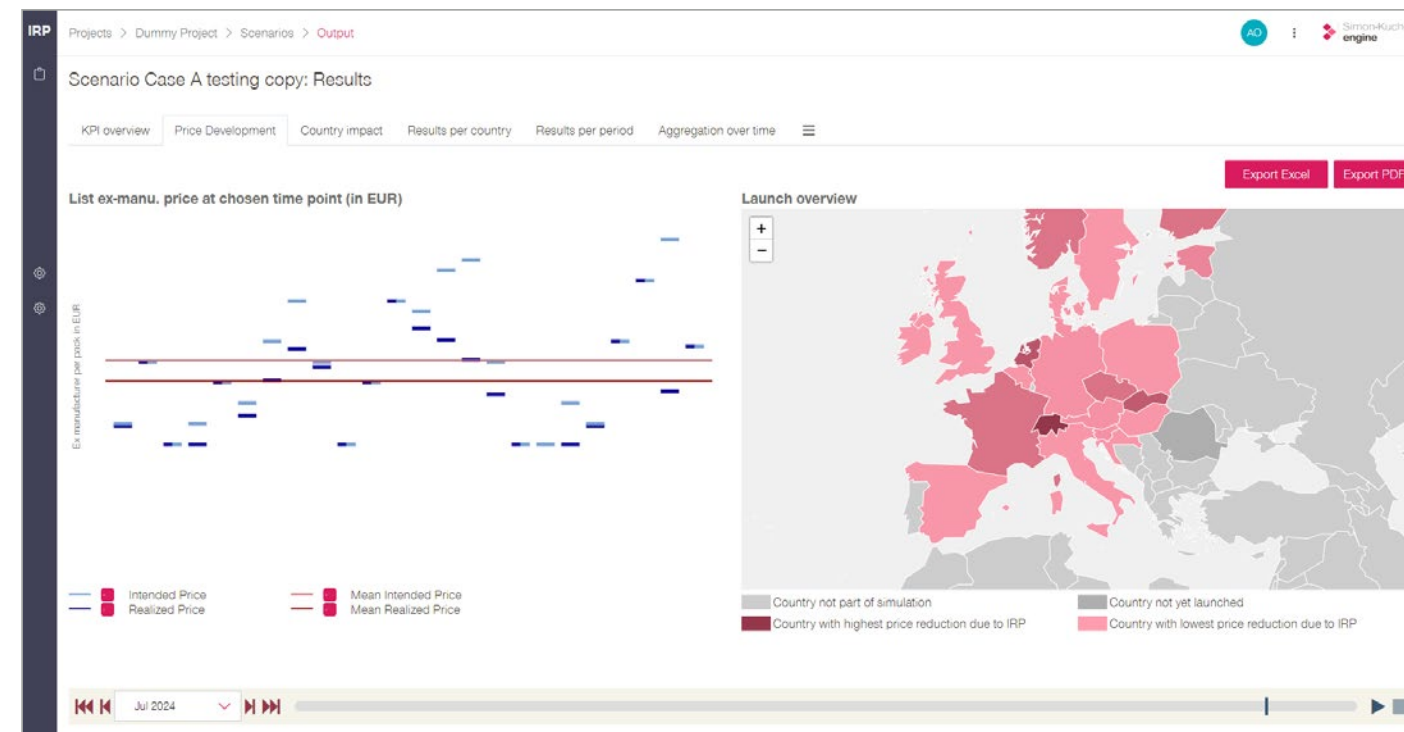
- **International reference pricing (IRP)** can lead to **negative price spill-over** effects between countries
- Consideration of the challenge of IRP is essential when building a **launch strategy**, but is also relevant throughout the **entire product life-cycle** to avoid price erosion over time


Solution:

- Simon-Kucher has **detailed knowledge of healthcare systems** and a **comprehensive IRP library** of 100+ countries
- Simon-Kucher LS Genius | IRP: An advanced analytics IRP tool that is specifically targeted to cope with the **real-life complexities of IRP**

Main benefits

- **Mitigation of the IRP impact** by considering the trade-off between within-country revenue potential and cross-country IRP effects
- **Actionable launch & post launch strategy**



 Typical impact:

+5–10% increased revenue potential

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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