

Evaluate P&MA opportunities and challenges for client's dermatological product

- **Conducted primary market research with national and regional payers, key opinion leaders in Europe to understand disease landscape and P&MA potential**
- **Product testing with dermatologists and patients was done to check level of product acceptability**
- **Interview also includes questions of price references, access-potential, price-access-trade-offs**

Shared report has key value drivers and barriers, provided recommendations on how to optimize product revenue, competitor strategies like discounting

