

# IQVIA Price Negotiation Simulator

*Supporting payer negotiations by modelling the impacts of pricing and reimbursement options*

## Situation

A top ten biopharmaceutical company was preparing to launch several assets in rapid succession. The client's pricing team recognized the need to explore various pricing scenarios for multiple products efficiently, to be prepared for negotiations with payers.

The company sought a solution that could model pricing and reimbursement options and that considered a range of factors and variables.

## Solution

IQVIA Price Negotiation Simulator is a dynamic and flexible solution designed to support the decision-making process during payer negotiations.

Price Negotiation Simulator processes a variety of inputs to model multiple pricing scenarios simultaneously. Users can seamlessly compare sales estimates from various sources, immediate or delayed listing dates, and financial agreements such as tier- or indication-based pricing, all while accounting for multiple indications, payers, and provinces. Outputs are produced in real-time, allowing users to quickly visualize the impact of multiple factors and generate strategic insights.

## Results

Price Negotiation Simulator enabled the client to effortlessly evaluate the impact of different financial agreements and listing dates, producing insights that directly supported the development of an informed pricing strategy. This ensured the client was well-equipped to achieve successful payer negotiations.

The client achieved significant time and cost savings by streamlining the analysis process, reducing the need for extensive manual data manipulation, and ensuring consistency across different assets.



*Indications, provinces, listing dates, discount types, etc., can all be specified to create detailed negotiation scenarios for on-the-fly comparisons.*

## Price Negotiation Simulator Benefits

- Clearly quantify and visualize the impact of different financial agreements and listing dates to prepare for payer negotiations
- Easily and consistently generate multi-scenario comparisons to inform pricing strategies
- Rapid processing to support strategic decisions during negotiations
- Eliminate the need to manually estimate the impact of financial agreements
- Standardized approach to modeling across cross-functional teams
- Support the development of sales forecasts by testing their impact on pricing

**CONTACT US**

canadainfo@iqvia.com  
iqvia.com/canada