



UNLOCKING MARKET ACCESS SUCCESS:

The Strategic Power of Conjoint Analysis in Irish Healthcare

How advanced survey methodology is revolutionising
pharmaceutical pricing and reimbursement decisions

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In today's increasingly complex healthcare landscape, securing reimbursement approval from the HSE has become one of the most critical challenges facing pharmaceutical companies in Ireland. With the NCPE's rigorous assessment process evaluating everything from cost-effectiveness to budget impact, success requires more than just demonstrating clinical efficacy—it demands a deep understanding of what truly drives value for patients, physicians, and payers alike.

Beyond Traditional Market Research: The Conjoint Advantage

While traditional market research methods provide valuable insights, conjoint analysis offers something fundamentally different: the ability to quantify stakeholders' real-world trade-offs when choosing between treatment options. This advanced survey technique presents respondents with realistic scenarios where they must weigh combinations of product attributes— dosing frequency, side effects, efficacy levels, and costs—mirroring the complex decisions they face in clinical practice.

The power lies in the methodology's ability to reveal preferences that people might not even be consciously aware of, providing pharmaceutical companies with actionable intelligence that can make the difference between reimbursement success and failure.

Addressing the NCPE's Core Assessment Criteria

The NCPE's evaluation framework focuses on three pillars that conjoint analysis is uniquely positioned to address:

– Cost-Effectiveness Analysis:

Rather than relying on assumptions about patient adherence and physician prescribing patterns, conjoint data provides evidence-based projections. Companies can demonstrate how specific product attributes translate into real world uptake, supporting more accurate economic models that resonate with health technology assessors.

– Budget Impact Assessment:

By quantifying physician and patient preferences relative to existing alternatives, conjoint analysis can demonstrate whether a new therapy is likely to capture market share from more expensive treatments, potentially reducing overall healthcare costs despite a premium price point.

– Patient Voice Integration:

The NCPE process specifically incorporates patient submissions covering quality of life impacts. Conjoint research provides quantitative data on how patients value different treatment characteristics, strengthening the patient evidence base with robust, defensible insights.

From Development to Market Access: A Strategic Journey

The true value of conjoint analysis lies not just in supporting reimbursement applications, but in informing decision-making throughout the product lifecycle:

– During Development:

Understanding which combination of attributes—dosing regimen, administration method, side effect profile—will maximize both physician prescription rates and patient adherence can guide formulation decisions and clinical trial design. Products developed with expressed quality of life considerations may ultimately achieve higher QALY determinations.

– Pricing Strategy:

Conjoint reveals the price sensitivity curves for different stakeholder groups, enabling companies to identify the optimal balance between commercial objectives and market access requirements. This intelligence proves invaluable during HSE negotiations.

– Post-Launch Optimization:

Real-world preference shifts can be monitored over time, informing potential changes to market messaging or identifying opportunities for lifecycle management strategies.

The Irish Opportunity

With major conditions like COPD affecting over 382,000 people, asthma impacting 366,700 individuals, and diabetes affecting more than 200,000 Irish patients, the stakes for getting market access right have never been higher. Each therapeutic area presents unique trade-offs that patients and physicians must navigate, creating distinct opportunities for conjoint-informed insights.

Consider the chronic nature of these conditions: a small improvement in adherence rates driven by preferred dosing characteristics could translate into significant population health benefits and healthcare cost savings—exactly the kind of value story that resonates in NCPE assessments.

Beyond Physician-Only Research

While many current applications of pharmaceutical conjoint research focus exclusively on healthcare provider perspectives, the most compelling market access strategies incorporate both physician and patient voices. After all, the best-prescribed therapy is ineffective if patients don't take it, and patient adherence is increasingly recognized as a critical component of real-world effectiveness.

The Path Forward

As the Irish pharmaceutical market becomes increasingly sophisticated in its approach to value assessment, companies that leverage advanced methodologies like conjoint analysis will find themselves better positioned to navigate the complexities of the reimbursement process. The question isn't whether to incorporate these insights into market access strategies, but how quickly organizations can adapt their approach to capitalize on these opportunities.

The NCPE process demands evidence, and conjoint analysis provides exactly that: quantified, defensible insights into the preferences that drive real-world treatment decisions. For pharmaceutical companies serious about Irish market access success, understanding and applying these methodologies isn't just an opportunity—it's becoming a competitive necessity.

For pharmaceutical companies looking to strengthen their Irish market access strategies, conjoint analysis offers a proven pathway to generating the robust evidence base that today's reimbursement environment demands. The methodology's ability to bridge clinical efficacy with real-world value perception makes it an invaluable tool in the modern pharmaceutical commercial toolkit.





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