

# Competitive Gaming

Make informed decisions on competitive and payer strategies based on a range of market actions

## Why Competitive Gaming?

Competitive Gaming enables the understanding of an organization and its competitors, and provides a consistent framework for structuring competitive decision-making.

Game Theory is well-planned competitive strategy that cannot be affected by a competitor's actions, as they are already a part of the plan. IMS Brogan's Market Access experts and specialists leverage well-established theory-based decision, while creating methodologies to influence decisions where needed.

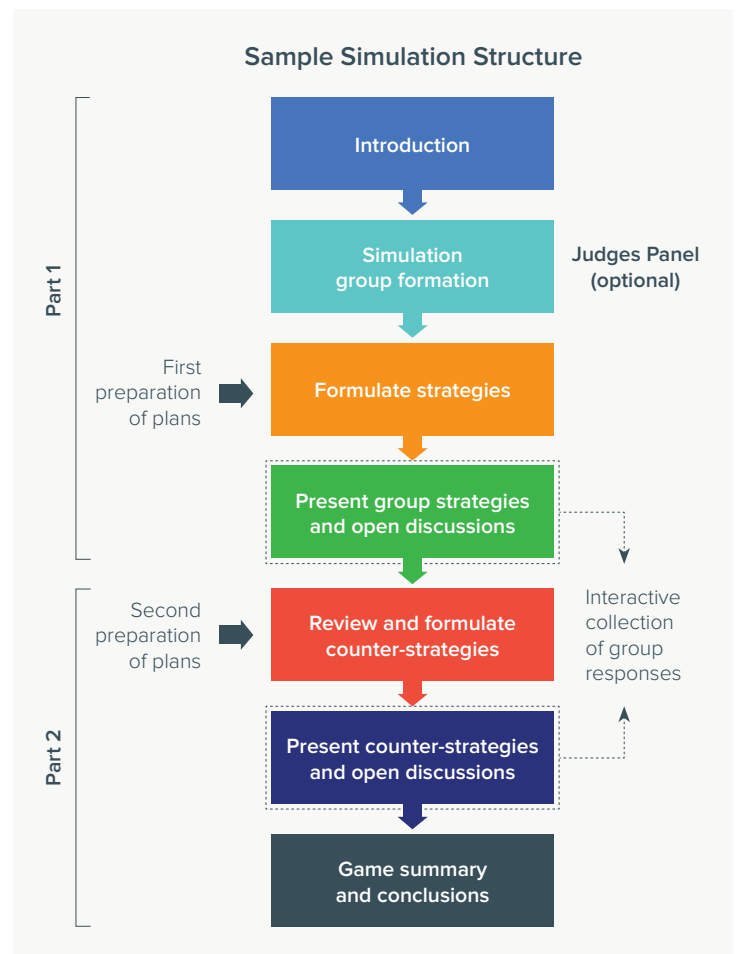
## Challenge

- Market Access teams need to better understand the impact of current and future changes in the competitive environment
- Often, new therapeutic options, new indications, and new public policy can significantly change the access environment
- It is not always easy to understand the full complexity of how competitors may react to these changes, and, in-return, what options the Market Access team needs to prepare for today

## Approach

Our Market Access experts develop competitive simulations to help you understand the challenges, and prioritize your brand access strategies by:

- Leveraging the multidisciplinary team within your organization by breaking down silos
- Developing pre-event preparation, which is critical, and includes insights from market access metrics
- Creating a workshop format, facilitated by our Market Access experts, that provides multiple exercises to enable your team to work through key areas of strategic focus



# Client Benefits and Impact

- Allows you to test and prioritize multiple scenarios, anticipate competitor and payer strategies, and develop counter-strategies
- Helps you prepare and align for upcoming challenges by developing and prioritizing strategies that need to be implemented
- Enables you to logically collaborate with your teams about market access, and the potential market reactions you should be prepared for

Responses are analyzed and compared in real-time throughout the simulation to determine if the simulation activity changed the participants perception of the future for the brand.

