A large US pharmaceutical company (‘Company A’) has a FDA approved drug (‘Product X’) in the US market for the treatment of Type 2 diabetes. The product is a GLP-1 agonist (e.g., Byetta, Victoza and Trulicity) that has shown better efficacy and safety compared to older generation oral anti-diabetic drugs. There are three other GLP1 inhibitors in the market that compete with this product. Company A would like to understand the potential effects these changing dynamics may have on Product X in the next one to two years. Company A would like to pro-actively develop plans to address any challenges that may arise.

The study aims to test the value of Product X in an ACO model of health care delivery and prepare Company A for any challenges that might arise due to the growing presence of ACOs in the health care market.

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