

Market Access Communications



Identifying and communicating the value story of a product is integral for strategic planning, market access, and reimbursement. Evidera can help you plan appropriately, identify evidence needs, generate studies to capture evidence, and then prepare value story-focused dossiers to communicate your product's value to key stakeholders – both internal and external. Evidera can also validate the value story and/or dossier with a small sample of payers to ensure that the messaging and evidence resonates with the payer audience.

The types of problems we solve for our clients

Position and support product value	Payer Value Proposition with signposting to most compelling evidence – payer tested
Provide a starting point for pricing/reimbursement submissions	Global Value Dossier to act as a template for country submissions
Craft robust responses to potential payer challenges	Payer Objection Handler to guide affiliates on how to respond to payer concerns
Prepare submissions for key payers	Development of country-specific reimbursement, health technology assessment (HTA), and formulary submissions
Understand the market access environment	Payer and HTA landscape reviews

Offerings include

Global Value Dossiers

Present payer-relevant evidence to ensure optimal market access; supplemented by slide decks, objection handlers, and training activities as needed

Value Story Development

Articulate a logical flow of arguments, supported by the best available data, developed and refined iteratively through the product life cycle

Country-Specific Submissions

Support communication of product value via single country pricing and reimbursement or formulary submissions

Payer Landscape and Disease Area Strategy Reviews

Explore detailed baseline information on the payer environment, conducted early in development

iValue Suite®

Present messages and evidence in a dynamic and user-friendly way via a Web-based tool or mobile application for iPad or Android devices

Academy of Managed Care Pharmacy (AMCP) Dossiers

Tailor your market access deliverables to the U.S. managed care payer audience

"I have worked with predecessors of Evidera for 6+ years. They have proved to be reliable partners who understand my needs, understand my company's approach (and requirements) and deliver quality outputs." – Senior Director, Global 500 Pharmaceuticals Company

Our Team & EXPERIENCE

— 16 —

Years heritage in payer communications

— 75% —

Staff with a PhD or MD

— 250+ —

Dossiers and submissions completed

— 8 —

Countries across North America and Europe with dossier submission experience

— 82% —

Of surveyed clients said that Evidera was distinct from the competition on their experience communicating value to payers*

What Makes Us UNIQUE

— Relationships —

2000+ payer experts covering 45+ markets to validate dossier content

— Global —

20 nationalities on staff across North America and Europe

— No Outsourcing —

All dossiers written by in-house, payer literate writing team

— Breadth —

Access to services complementary to dossier development (e.g., health economics, outcomes research, epidemiology)

“Evidera offers clear, high quality outputs with well managed and efficient processes. It’s a pleasure to work with the team and they will definitely be at the top of our minds for future opportunities.”

Global Director, Global 500 Pharmaceuticals Company

*Source: Survey of 39 users of Evidera Market Access