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

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

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
“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