

Transform communication of product value with iValue Suite®

Communicating product value to payers and educating internal stakeholders requires more than just a dense compendium of evidence. Our team of market access specialists has been creating best-in-class value stories, global value dossiers, HTA submissions, payer communication decks, and objection handlers for over two decades.

We also provide a suite of interactive tools for communication of product value to both internal and external stakeholders. iValue Suite houses your value communication materials on a secure web-based platform that can be easily updated, shared, and communicated. Choose whether to tell your value story in a visual slide-based format, in a written document, or both.

Easily navigate content

- Select relevant content and present a value story tailored to your market access situation
- Drill-down on charts and figures to access PDF references and underlying data
- Present on your desktop, or via an iOS app

Disseminate value materials

- Share your value story across your entire group, so that they always have the latest evidence
- Control access to your dossier
- References and supporting documents can be easily downloaded

Update efficiently

- Platform can be updated in real-time with the best available evidence
- Your entire team will have the updated content immediately



Dynamically communicate value

- Use the web-based platform to house your value story, dossier, and model
- Utilize a visual slide-based format or a written document – each of which can be customized and updated in real-time

Provide easy access to supporting evidence

- Content is referenced with hyperlinks to supporting evidence PDFs
- Information is layered, allowing for complete exploration of the data and sources

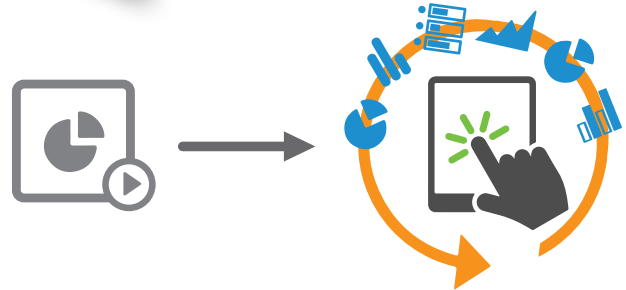
Customize to your audience

- Tailor-built to your product, using company or product branding throughout
- Content can be customized using country-specific data or indications

iValue Story

- Present messages and evidence in a dynamic and user-friendly way via a web-based tool or iPad application
- Customize your presentation for different audiences and/or markets
- Provide a learning environment and resources library for internal stakeholders
- Deliver content and supporting references simply and effectively

Turn your slide deck into a living presentation of your value story



Dynamically present your economic model using a customizable, interactive interface



iValue Modeling

- Present dynamic budget impact and/or cost-effectiveness models
- Customize inputs for your market situation and view the results in real-time
- Print custom reports showcasing your customized inputs and results
- Link to supporting data and information

iValue Dossier

- Select relevant content and present a value story tailored to your market access situation
- Drill-down on charts and figures to access PDF references and underlying data
- Present on your desktop, or via an iOS app

Extract country-specific content from your 200+ page global value dossier

