

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 high quality 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

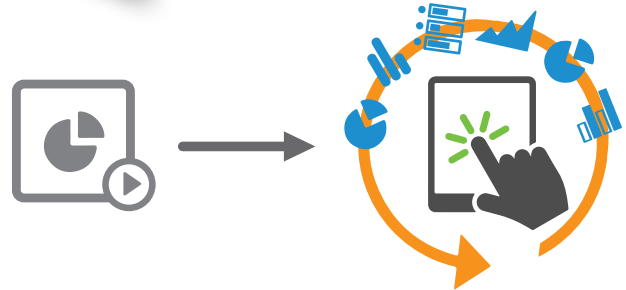
Customize to your audience

- 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

