

# Market Access Communication Services

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.

## TYPES OF PROBLEMS WE SOLVE FOR OUR CLIENTS

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

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

### Interactive Tools

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

### 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



Evidence, Value & Access by PPD