

CHINA CREDENTIALS

LIFE SCIENCES

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About Navigant

Navigant Consulting, Inc. (NYSE: NCI) is a specialized, global professional services firm that helps clients take control of their future. Navigant's professionals apply deep industry knowledge, substantive technical expertise, and an enterprising approach to help clients build, manage and/or protect their business interests. With a focus on markets and clients facing transformational change and significant regulatory or legal pressures, the Firm primarily serves clients in the healthcare, energy and financial services industries. Across a range of advisory, consulting, outsourcing, and technology/analytics services, Navigant's practitioners bring sharp insight that pinpoints opportunities and delivers powerful results. More information about Navigant can be found at navigant.com.

INTRODUCTION AND BACKGROUND



China is now the world's second largest pharmaceutical market due to increasing health care spending and strong growth, underpinned by a host of macro-economic drivers. However, global pharmaceutical companies are facing unprecedented challenges in the Chinese market due to the dynamic healthcare insurance and regulatory system. Fundamental changes, especially in 2015, brought many promises as well as uncertainties. Therefore, companies must develop an in-depth understanding of the pharmaceutical market, regulatory environment and reimbursement dynamics in China to be appropriately prepared to address market-specific challenges and deliver local success.

NAVIGANT'S CREDENTIALS AND CAPABILITY IN CHINA



Navigant has an international reputation as a trusted expert and preferred partner for Life Sciences companies seeking to achieve exceptional growth and mitigate risk. Adding to our presence in both the US and EU markets, Navigant has established offices in Beijing and Shanghai, staffed by dedicated pharmaceutical and life sciences professionals to meet the needs of our global and local pharmaceutical clients. Clients turn to our experts in China to understand the heavily regulated, increasingly complex and ever changing healthcare market. We strive, in partnership with our clients, to help them deliver innovation to the market in the pursuit of enhanced patient care.

NAVIGANT'S NETWORK IN CHINA



To assist our clients through customized research engagements, Navigant has an extensive network of stakeholders throughout China including established relationships with both national and local payers as well as a database of experts and KOLs in all major therapeutic areas. Our local teams have experience conducting payer research and pricing and reimbursement assessments to assist clients with leveraging available evidence to optimize access and revenue potential. In addition, Navigant has significant experience in patient affordability and 'willingness to pay' studies in China across a broad range of therapy areas including oncology and rare diseases.

NAVIGANT PROVIDES CONSULTATION AND SOLUTIONS FOR CLIENTS IN CHINA ACROSS:

ENVIRONMENT:

- Policy monitoring on china healthcare reform
- Payer / stakeholder mapping and funding flow
- Qualitative Payer Research
- Unmet needs & value driver assessment
- TPP Assessment & evidence requirements

VALUE:

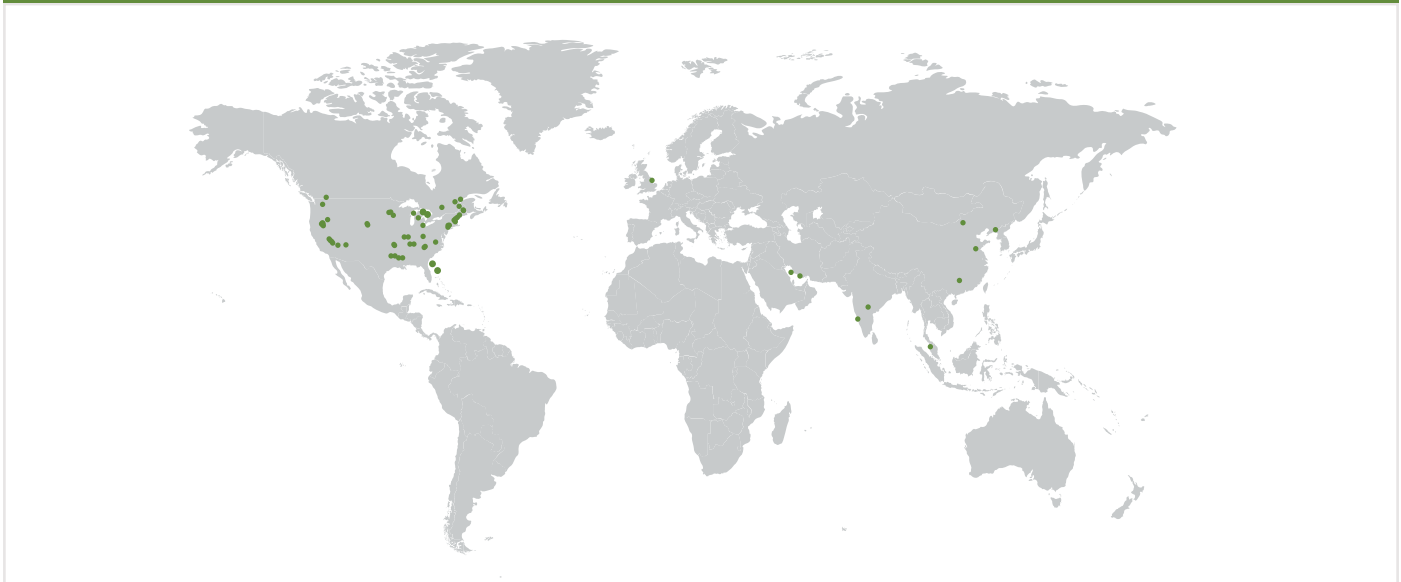
- Market landscape/opportunity assessment
- Value Proposition Optimization
- Key Value Message Testing by stakeholder group
- Value story development
- Roadmap for launch

PRICING & REIMBURSEMENT:

- Patient affordability and willingness to pay
- Pricing and reimbursement accessibility
- Qualitative Price Assessment
- Quantitative Price Finding & Access Studies
- Price build-up models
- Innovative pricing
- Forecasting in terms of pricing and reimbursement

Navigant is your ideal partner delivering global capabilities, China insights and deep industry expertise in life sciences and healthcare.

NAVIGANT'S GLOBAL OFFICES



- **Expertise in Pricing, Reimbursement & Access:** A dedicated global team with deep expertise in pricing, reimbursement and market access across product development and lifecycles
- **Global Network of Stakeholders:** Access to a broad range of stakeholders including national, regional and local payers, pharmacists, key opinion leaders (KOLs), physicians and patients
- **Rich Knowledge of Major Therapeutic areas:** Oncology, immunology, pain, cardiovascular, metabolics, antibiotics and vaccines
- **Rigorous Analysis to Deliver Tailored Actionable Insights:** Advanced analytics, innovative methodologies, and qualitative and quantitative research techniques designed to bring actionable insights
- **Industry Experience:** Extensive pharmaceuticals, biotech and medical devices experience in both commercial and clinical development
- **Global & Regional Perspectives:** We have the ability to deliver global, local and affiliate engagements through our global capabilities and resources