

MOCK NEGOTIATION WORKSHOPS

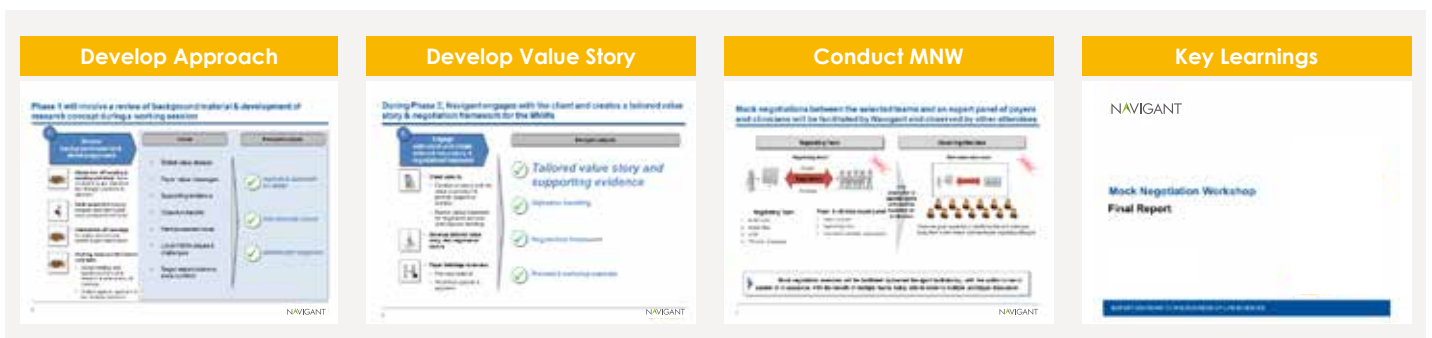
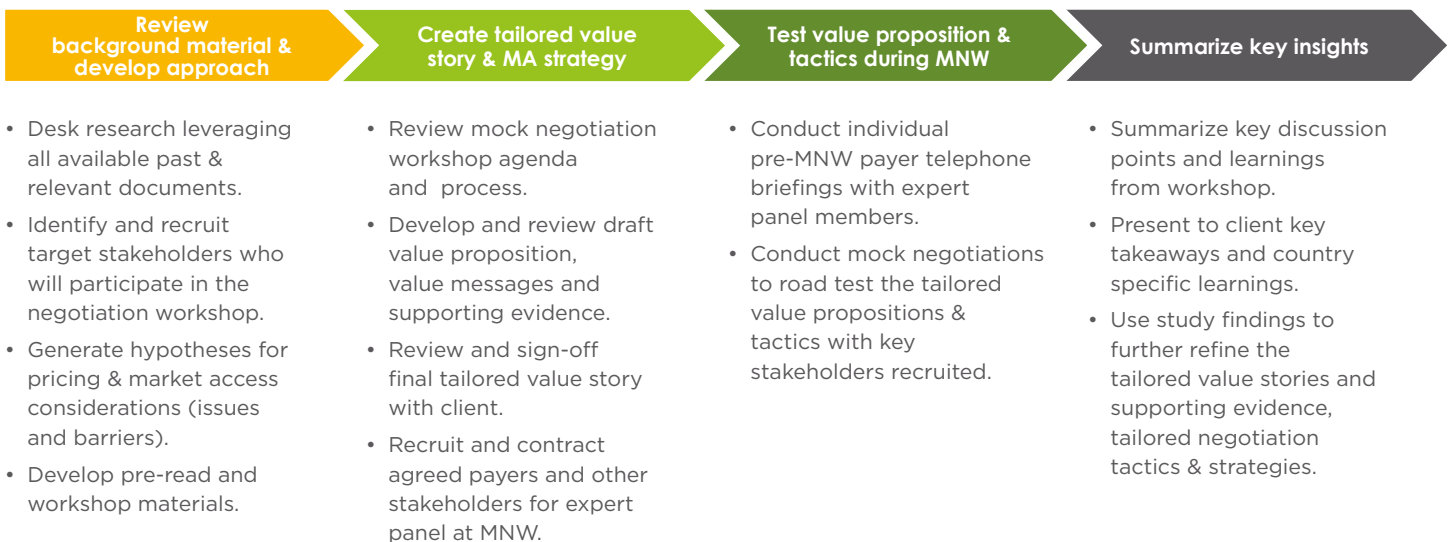
A better understanding of payer requirements when evaluating new treatments and technologies, is an on-going challenge for pharmaceutical, biotechnology and medical device companies . There are limited instances when companies can engage with payers and obtain timely feedback that can enhance their market access strategy.

Mock negotiation workshops replicate real world situations, enabling participants to test and witness the impact of different strategies and tactics on their negotiation plans, prior to engaging in formal negotiations.

Navigant has considerable experience organizing mock negotiation workshops across different geographies and across a range of therapeutic areas. With its internal expertise, Navigant can supporting clients through all stages of workshop planning and execution.

APPROACH

- Navigant’s approach is to work closely with the client in developing a tailored value proposition that will be tested during the workshop; in parallel to this, Navigant oversees panellist recruitment and assists in their preparation prior to the workshop.
- During the workshop, Navigant will moderate the workshops, ensuring the value proposition is evaluated by panellists in a rigorous way, and will capture the most relevant insights that can further strengthen the value proposition.
- Our approach comprises four core phases:



NAVIGANT VALUE-ADD IMPACT

- Navigant can draw from its internal content expertise, bringing valuable knowledge and experience in pricing, reimbursement and market access, across a range of therapy areas.
- Navigant has an extensive, personally managed network of key market access stakeholders across more than 30 markets; our network includes the Americas, Canada, Europe, Asia-Pacific, North Africa and the Middle East.
- Upon completion of a successful MNW, client’s can deliver more effectively a tailored value story, in order to negotiate with payers and achieve optimal market access.

LIFE SCIENCES GLOBAL MARKET ACCESS CENTER OF EXCELLENCE:

ENVIRONMENT:

- Payer / stakeholder mapping
- Unmet needs & value driver assessment
- TPP Assessment & evidence requirements
- Payer funds flow / care re-design & pathway implementation
- Coding/Billing & Reimbursement Analysis

VALUE:

- Value Proposition Optimization
- Key Value Message Testing by stakeholder group
- Value story development
- Objection handling
- Roadmap for launch
- BD&L Assessments

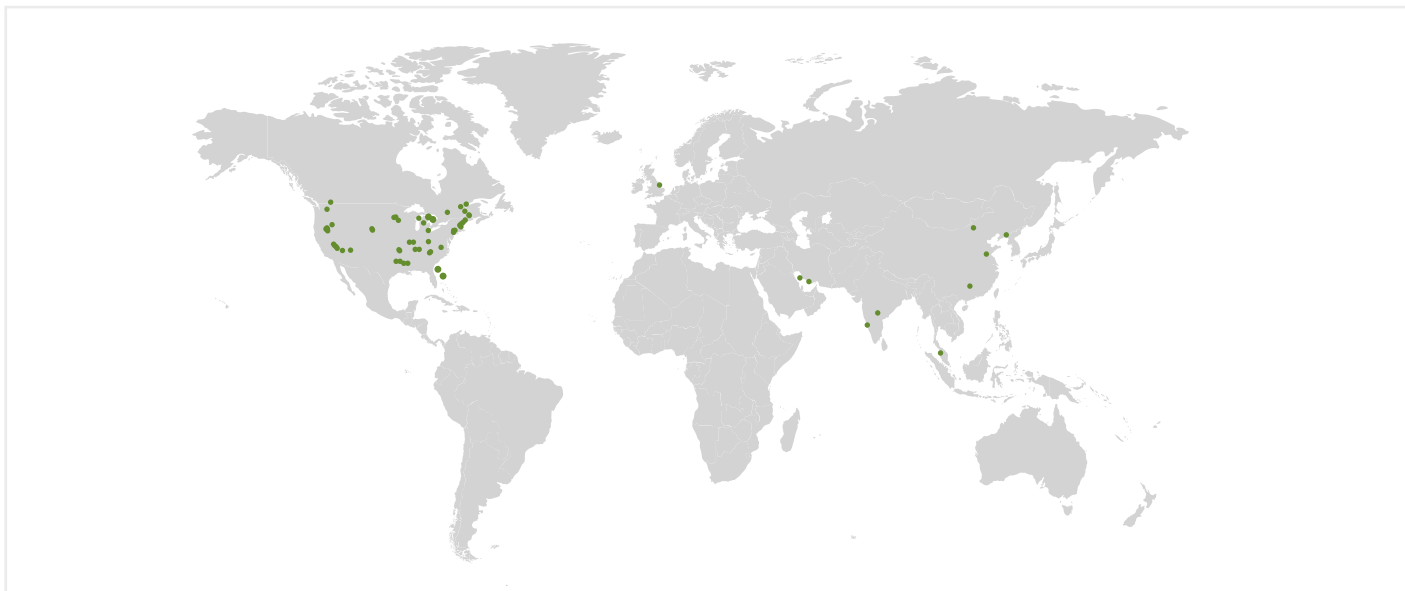
PRICING & REIMBURSEMENT:

- Qualitative Price Assessment
- Quantitative Price Finding & Access Studies
- Price build-up models
- Innovative pricing, contracting & managed entry agreements
- International Reference Pricing & Launch Sequence Modeling
- Mock Negotiations

EVIDENCE & Non-Interventional Studies:

- Clinical trial design & evidence requirements
- Retrospective Chart Reviews
- Pharmaco-epidemiological studies
- Patient / caregiver reported outcomes
- Registries
- Data mining

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

NAVIGANT'S LIFE SCIENCES EXPERTS

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