

## NAVIGATING U.S. MARKET ACCESS

The US Healthcare Reform is the catalyst for three key forces and trends reshaping the healthcare landscape including increased provider consolidation (recapitalisation), a new payment model and government fiscal pressures (forcing payment cuts that demand provider cost reductions and performance improvement).

Comprehension of the current ACO agreements landscape is essential for US market access; helping to identify how drugs in the portfolio can be part of a new value proposition to ACOs and assessing specific solutions for the brand teams to bring to the market.

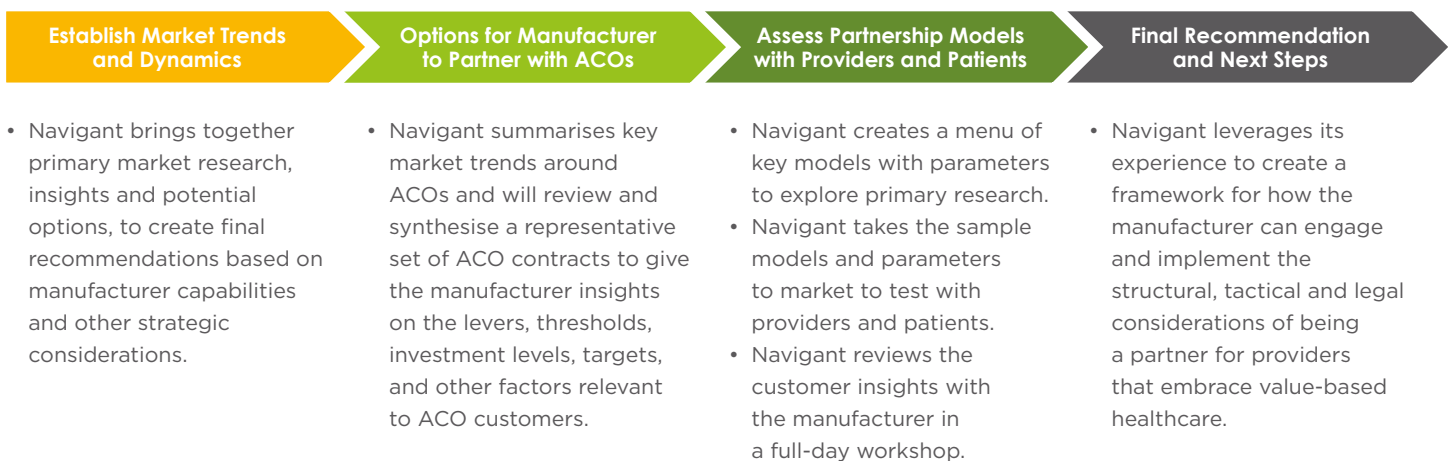
Navigant's Life Sciences practice designs client solutions for the current and future state of the turbulent and rapidly changing US healthcare environment.

Navigant's approach is to establish a baseline understanding of payer and provider, IDS and ACO, value-based contracting use, risk-sharing agreements,

and management of population health and disease, to determine how the manufacturer can fit into the structure of value based contracts and what specific solutions the manufacturer should offer in the new environment.

Navigant can also facilitate new payment model arrangements, engaging with commercial payers to establish more ACOs with specialty experience including: pioneering cardiac and orthopedic bundled pricing for commercial contracting, planning, feasibility and application support, and assistance with day-to-day project management for large pioneer ACOs.

### NAVIGANT'S PROCESS FOR NAVIGATING U.S MARKET ACCESS



#### Landscape Analysis

#### PMPM Savings

#### Episode Bundling

Navigant's approach to understanding ACO 2.0 assists manufacturers with contract terms that reflect the ACOs appetite for risk and the potential for shared risk partnerships between the manufacturer and its customers.

This approach strategically and optimally aligns the customer organisation and assists in identifying appropriate stakeholder-specific tactics.

# 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

## 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

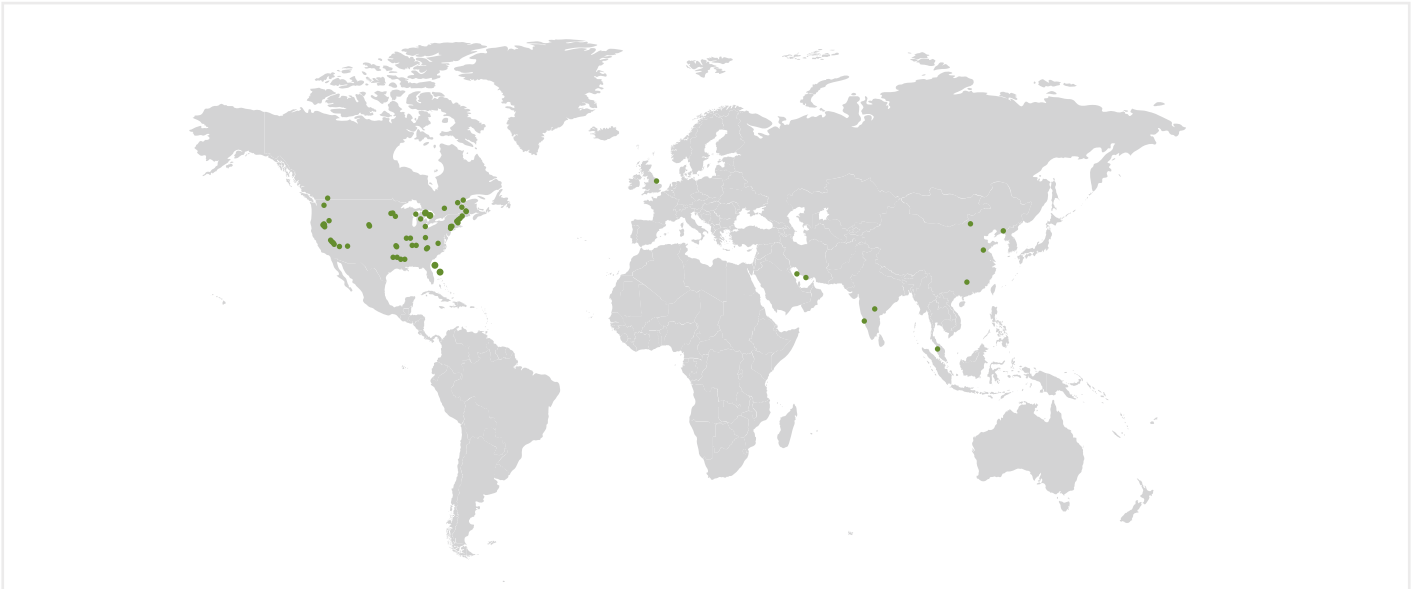
## VALUE:

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

## 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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