

VALUE PROPOSITION OPTIMIZATION

In today's highly dynamic global market access environment, companies face the challenge of continuous health reforms redefining innovation; blurring stakeholder interests, and evolving national, regional and local requirements for substantiating and capturing value.

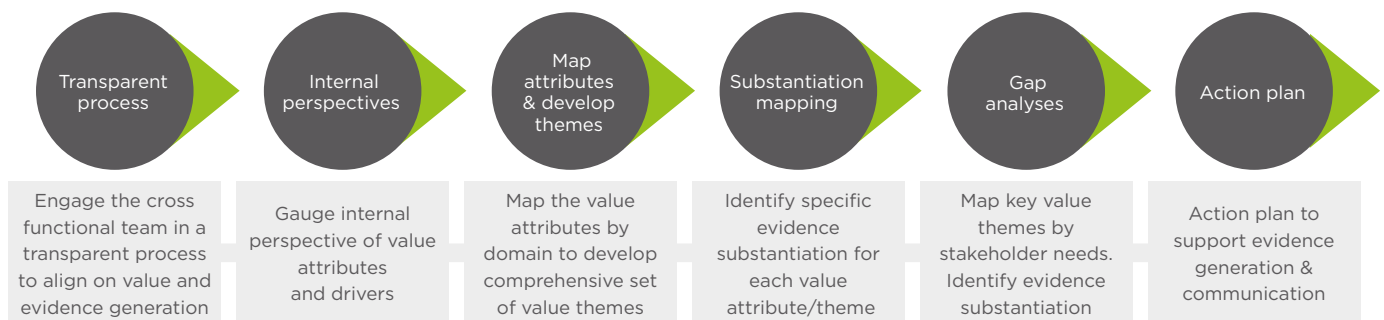
Communicating and demonstrating the value of innovation is essential to achieving timely market access.

Our global reach and awareness keep us abreast of changing payer definitions of innovation and evidence substantiation requirements; we leverage this knowledge to ensure that differentiation is articulated and supported.

Navigant engages client teams in a consultative, collegial process to surface value drivers across domains; substantiate evidence; and assess gaps as part of aligning on the value proposition and key value message themes to meet stakeholder needs.

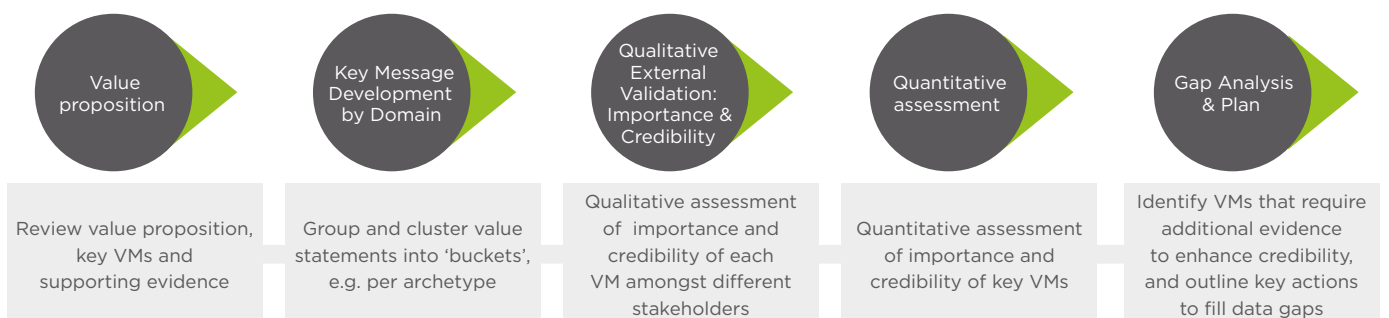
BUILDING A COMPELLING VALUE PROPOSITION

- Our approach achieves internal alignment on the value proposition and its underlying value attributes and supporting evidence, and is validated externally to ensure that it meets stakeholder needs.
- We identify, assess and substantiate the value of an asset to ensure that it can be communicated in a compelling way.
- We develop the value proposition around three domains of value: clinical/therapeutic value, value to the patient/caregiver, and economic value.



KEY VALUE MESSAGE DEVELOPMENT & VALIDATION

- From a comprehensive value proposition, key value messages can be developed and aligned per stakeholder group.
- Qualitative and quantitative primary research with payers is conducted to identify possible stakeholder objections and recommend activities to enhance the credibility of the most important value messages amongst key stakeholder groups.



NAVIGANT VALUE-ADD IMPACT

- Our value-based approach to pricing and market access takes all stakeholders into account and involves understanding the environment, key value drivers and how best to demonstrate value at launch.
- From high cost oncologics and orphan diseases, through to public health areas such as vaccines; Navigant has significant experience in optimizing value communication.
- We identify and validate a comprehensive, compelling value proposition that addresses external stakeholder needs, and deliver an aligned and focused action plan by functional area to substantiate and deliver on the value proposition.
- The Navigant Life Sciences team is well-positioned to execute subsequent activities to generate further real-world evidence to build a strong clinical and economic case for long term treatment provision.

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

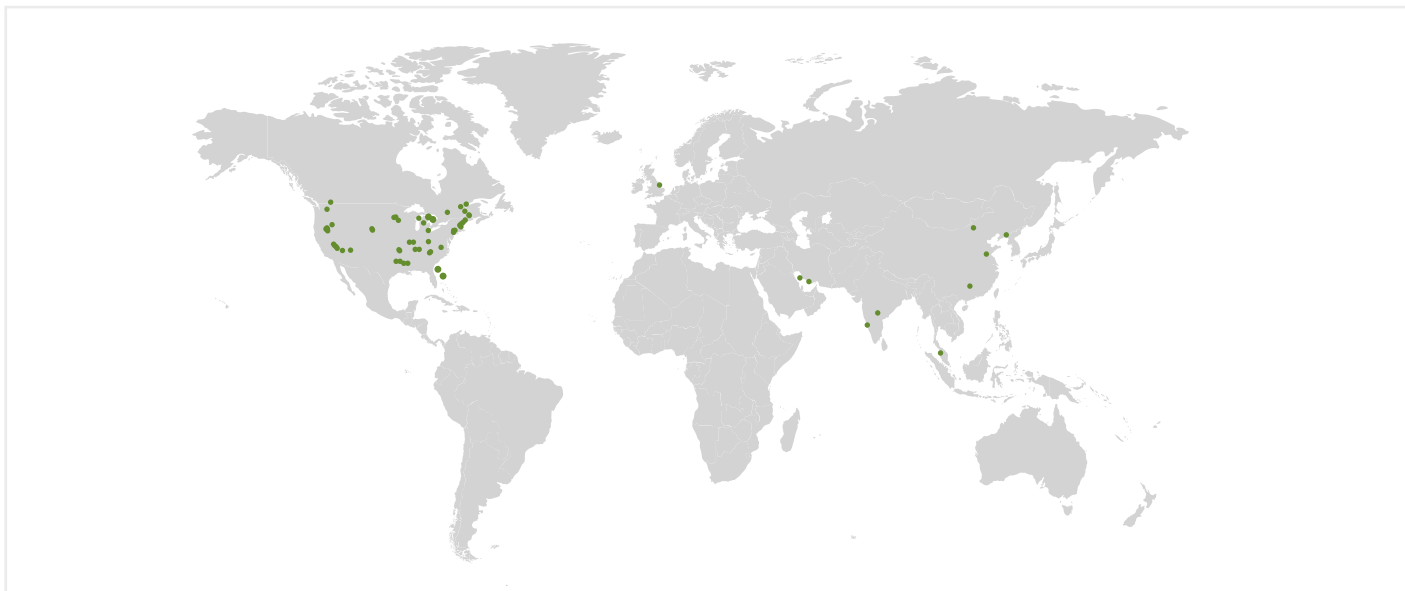
PRICING & REIMBURSEMENT:

- 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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