



# **The case for MA leadership in brand teams integration**

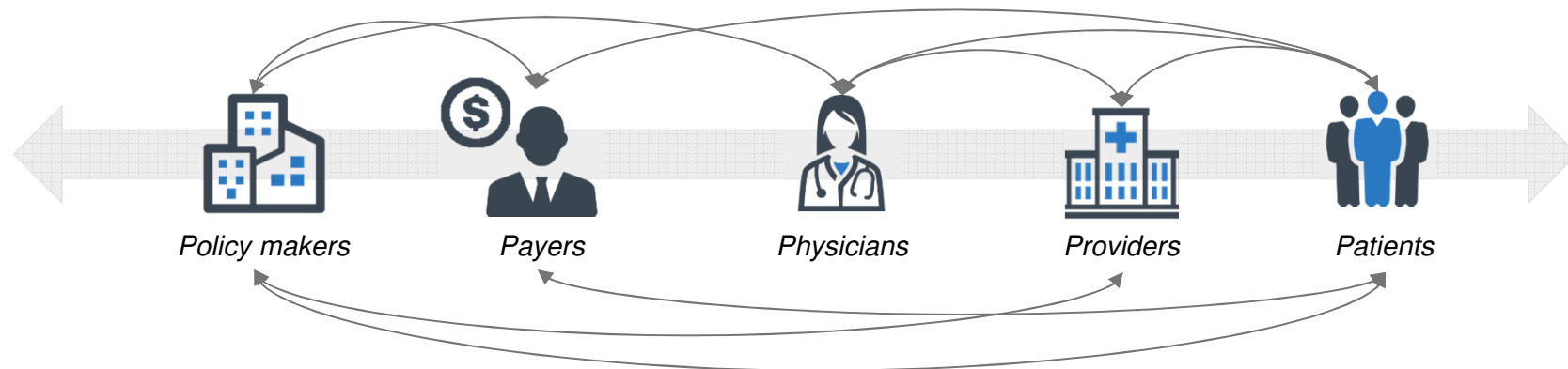
*-Market Access and Real World Evidence EU Summit 2016 -*

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In the past years the stakeholder environment expanded and became more complex and intertwined

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*We experienced an expansion of focus from physicians & providers to payers, policy makers and patients all of which operate in the broader network of healthcare*



Pharma different functions have integrated more and more the needs of the “new” stakeholders in their strategies and plans

# Yet, stakeholders have often similar questions which cross the boundaries of functions from a pharma perspective

*Nowadays different stakeholders share similar needs and questions*



What is the clinical value of innovation/ innovative products?

How can the product optimize cost of care?

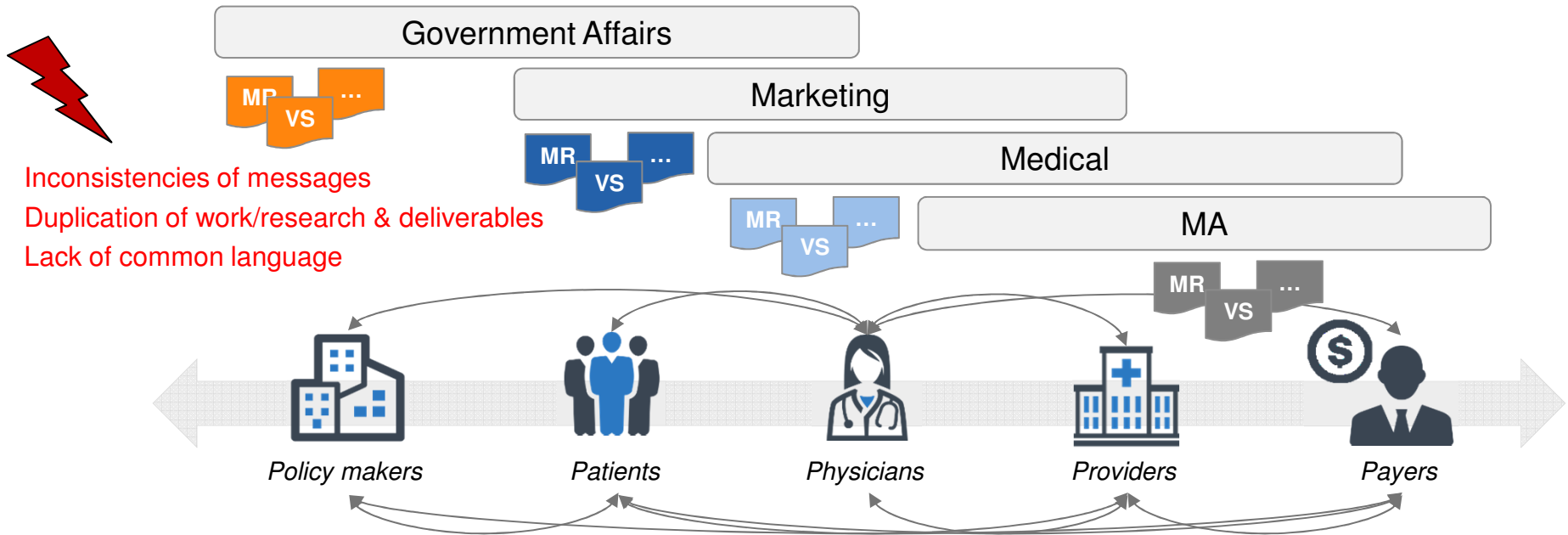
How does the product optimize treatment outcome?

What is the impact on Quality of care?

What is the impact on Quality of life?

Developing common language and mutual understanding of the value perception will drive the acceptance of the brand across stakeholders

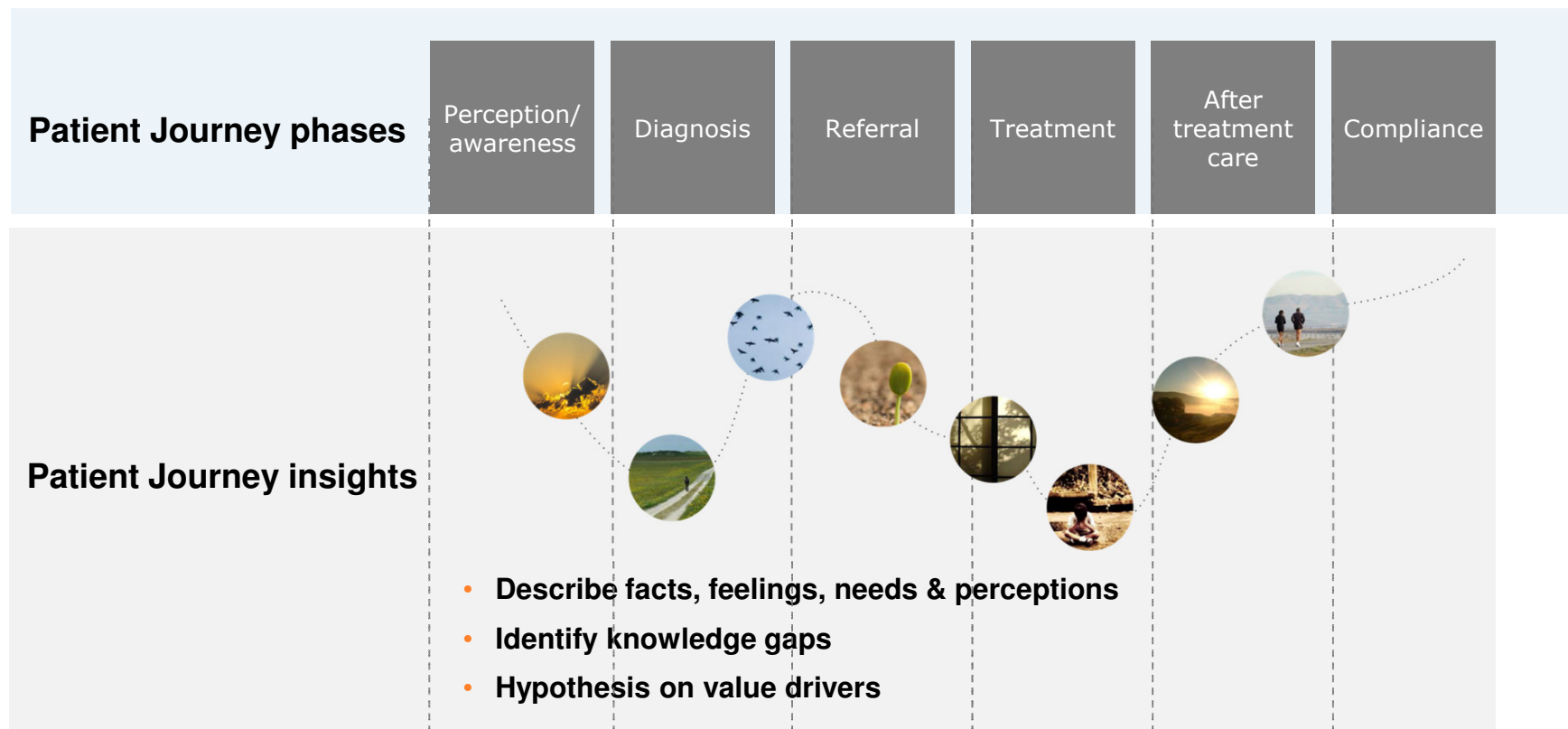
# The external environment puts the silos oriented model under pressure and not fit for purpose



Clinical value	X	X	X	X	X
Costs optimization	X			X	X
Outcome optimization	X	X	X	X	
Quality of care	X		X	X	
QoL			X	X	X

There is the need to find a common framework to operate cross functionally

# We believe the Patient Journey should be the core and common framework of how we engage with customers



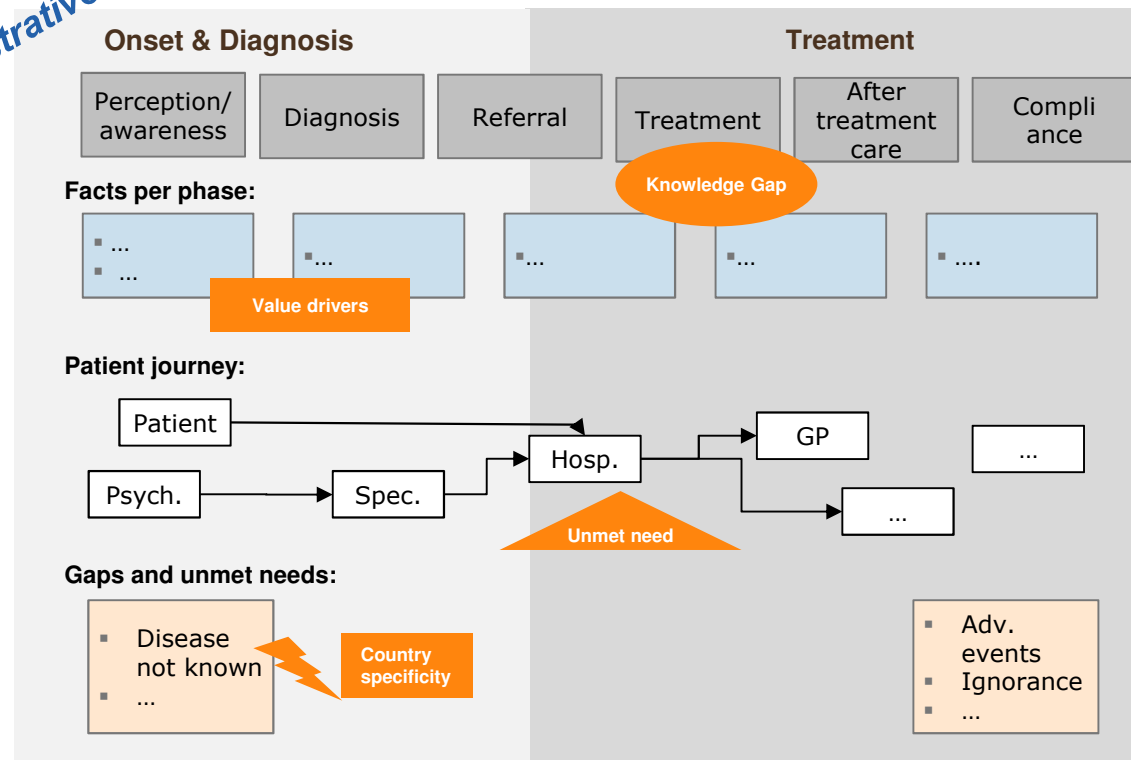
This approach allows to identify how gaps between current and ideal state of value perception can be addressed

# An early, cross functional and ongoing interaction around the Patient Journey creates a common Brand Team knowledge and language

*The complete Patient Journey is discussed in depth to uncover additional beliefs, perceptions, barriers and needs*



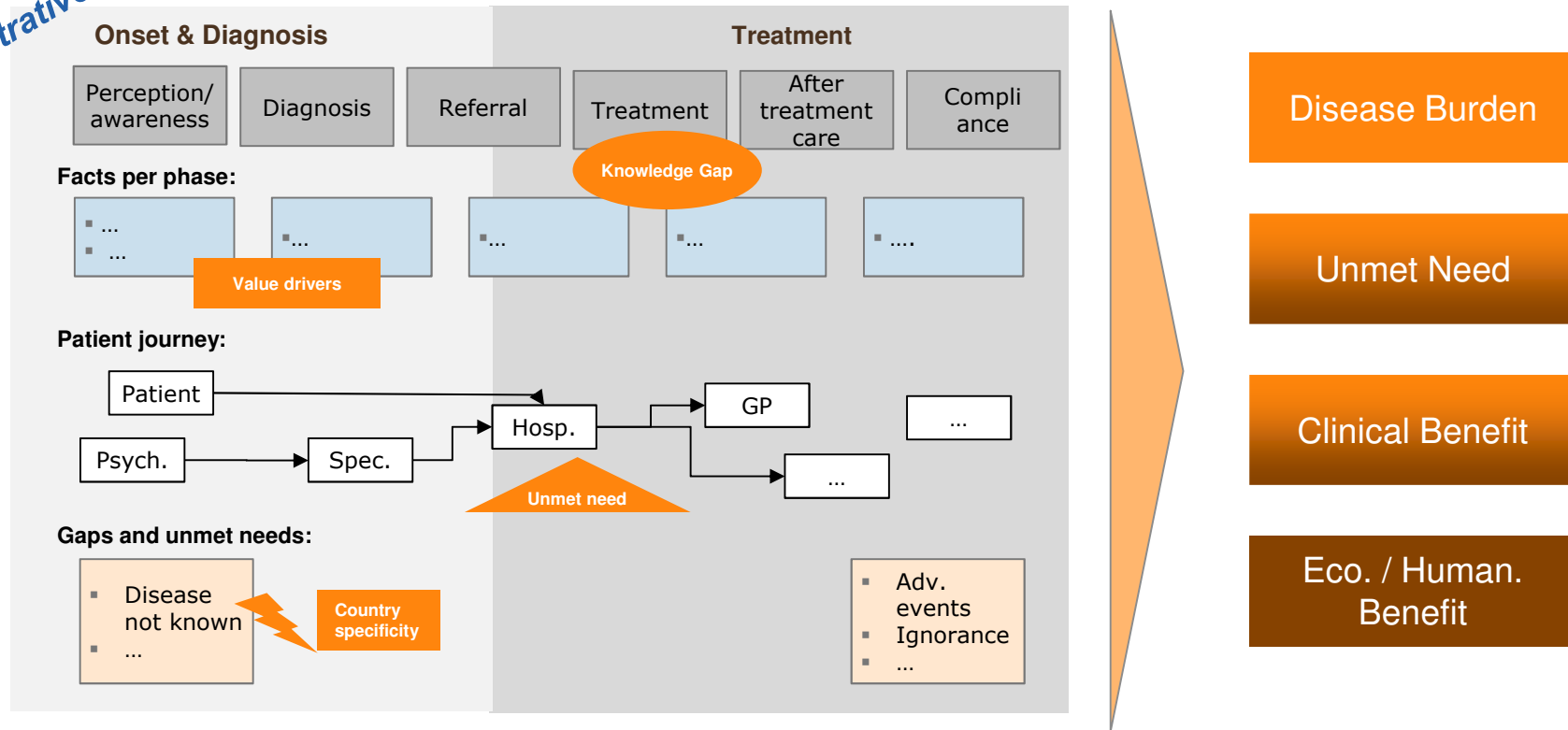
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The approach provides with a rapidly generated, in depth view on how the brand can create most value across stakeholders

This provides a unique opportunity to distil these insights through a universal and scalable methodology...

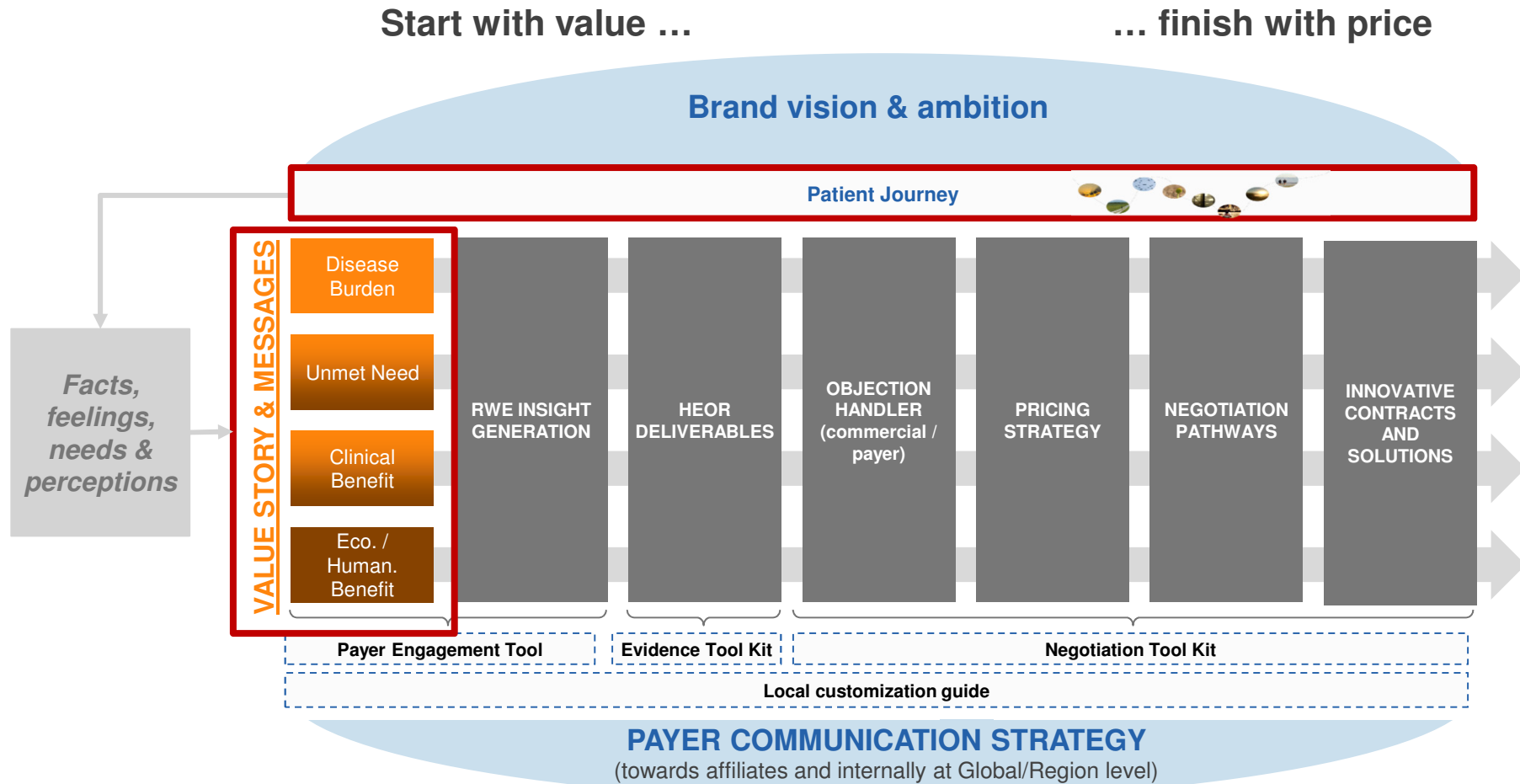
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Consolidating patient journey insights along a structured methodology allows to develop a compelling value story, messages and evidence foundation

... making it the backbone of every Market Access deliverable

**From a market access perspective**

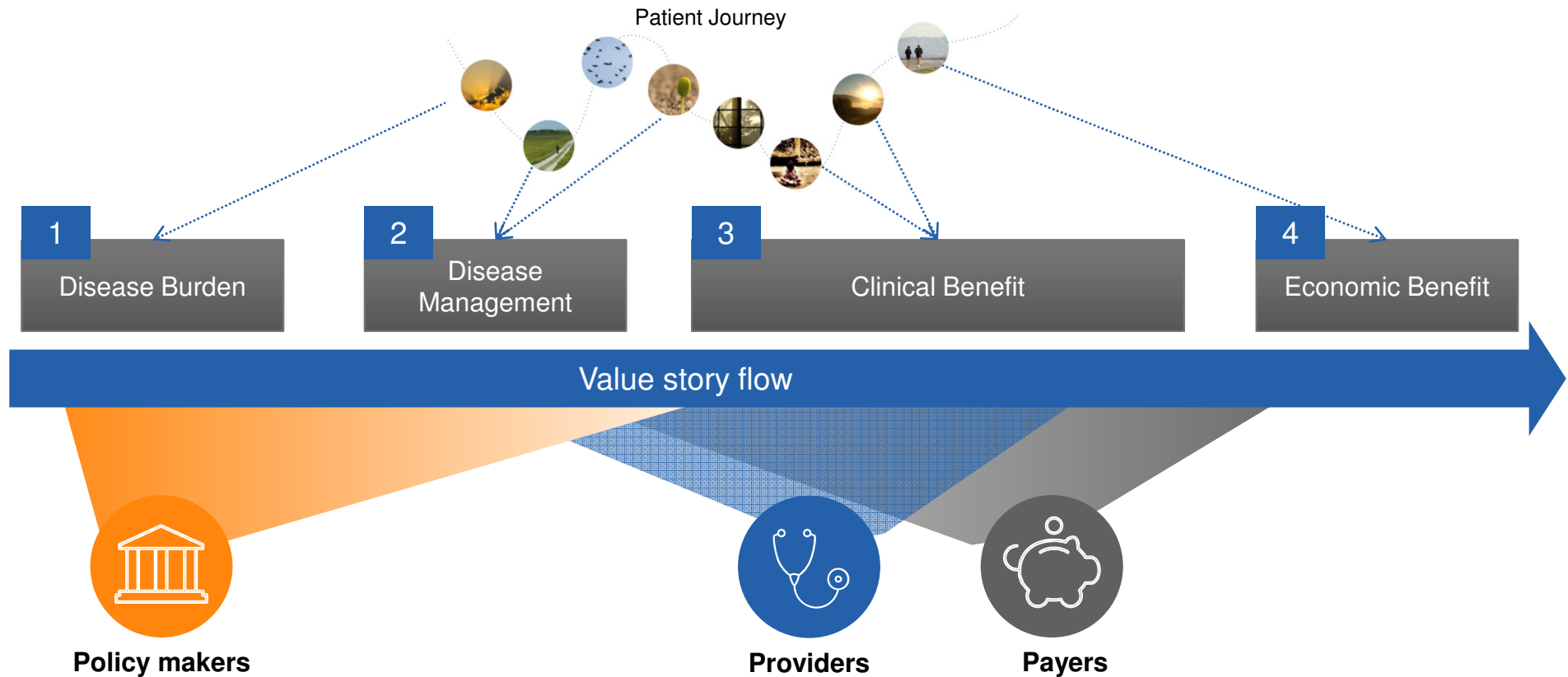


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# Case 1. The Patient Journey allowed to build a unified Value Story yet addressing different stakeholders

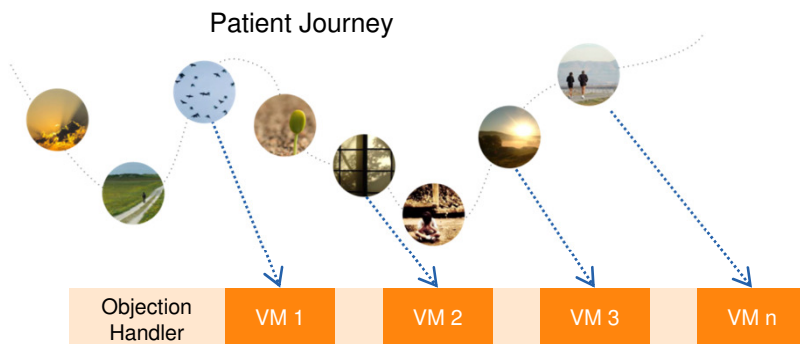
Definition of a value story based on needs and expectations of different stakeholders



- The Patient Journey allowed to identify the right messages for each stakeholders and present them in a modular Value Story with a single evidence repository that the final user can tailor to his needs
- The common methodology across stakeholders will improve communication impact and efficacy as well as adoption within the organisation

# Case 2. The Patient Journey triggered the development of aspirational messages and therefore the identification of RWE gaps

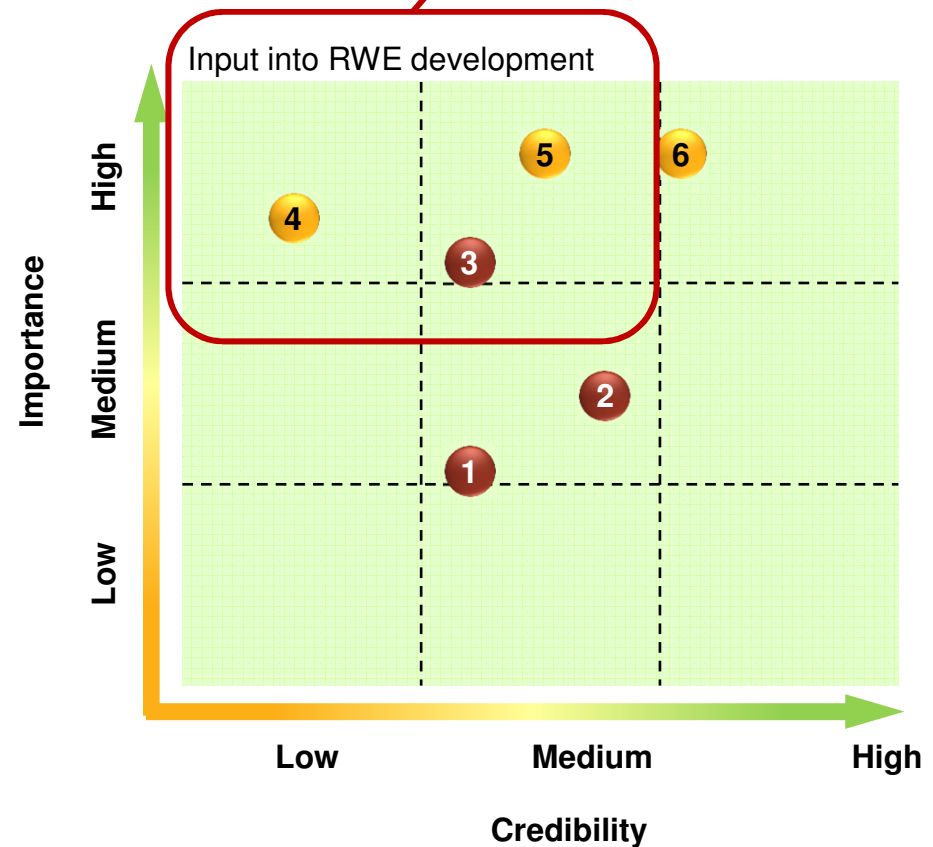
## Identification of messages and classification by credibility and importance



### List of messages

- 1 QoL
- 2 Composite efficacy
- 3 Adherence
- 4 Budget Impact of efficacy
- 5 Impact of positive safety profile
- 6 Impact of adherence on costs

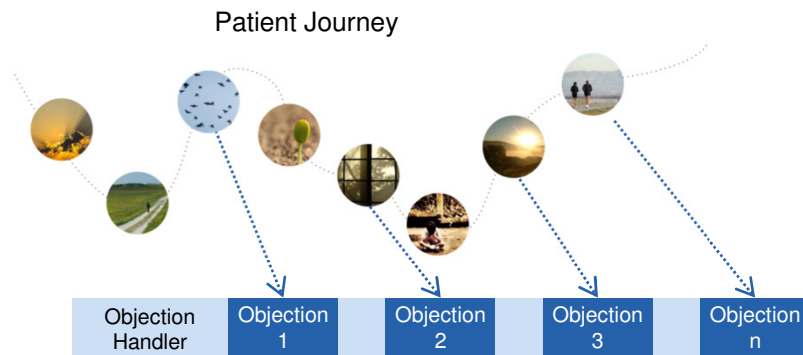
- Epidemiology and Bol
- Treatment patterns
- Predictors of Outcomes
- RW Safety
- RW Effectiveness
- HC environment



● Evidence-based Messages    ● Aspirational Value Message

# Case 3. The Patient Journey allowed to surface possible customers objections and to drive the response strategy

## Identification of objections and definition of a response strategy

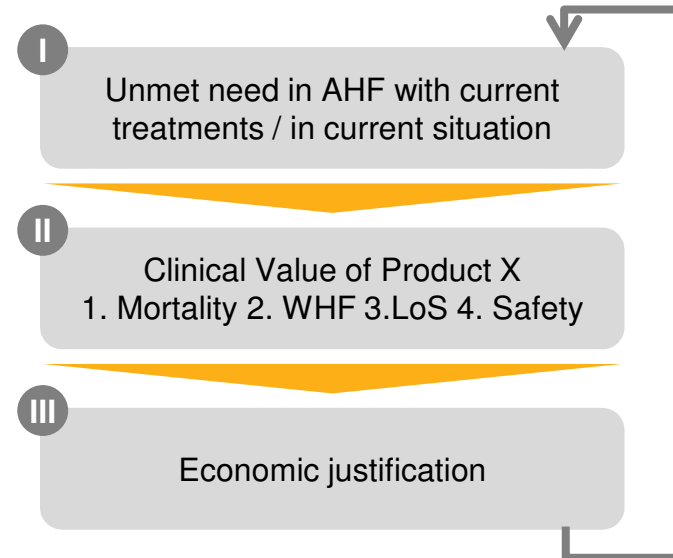


### Specific objections

- The large population makes the pdt unaffordable
- The reduction in LoS cannot be realized in my hospital
- The comparator is not the one I would like to see

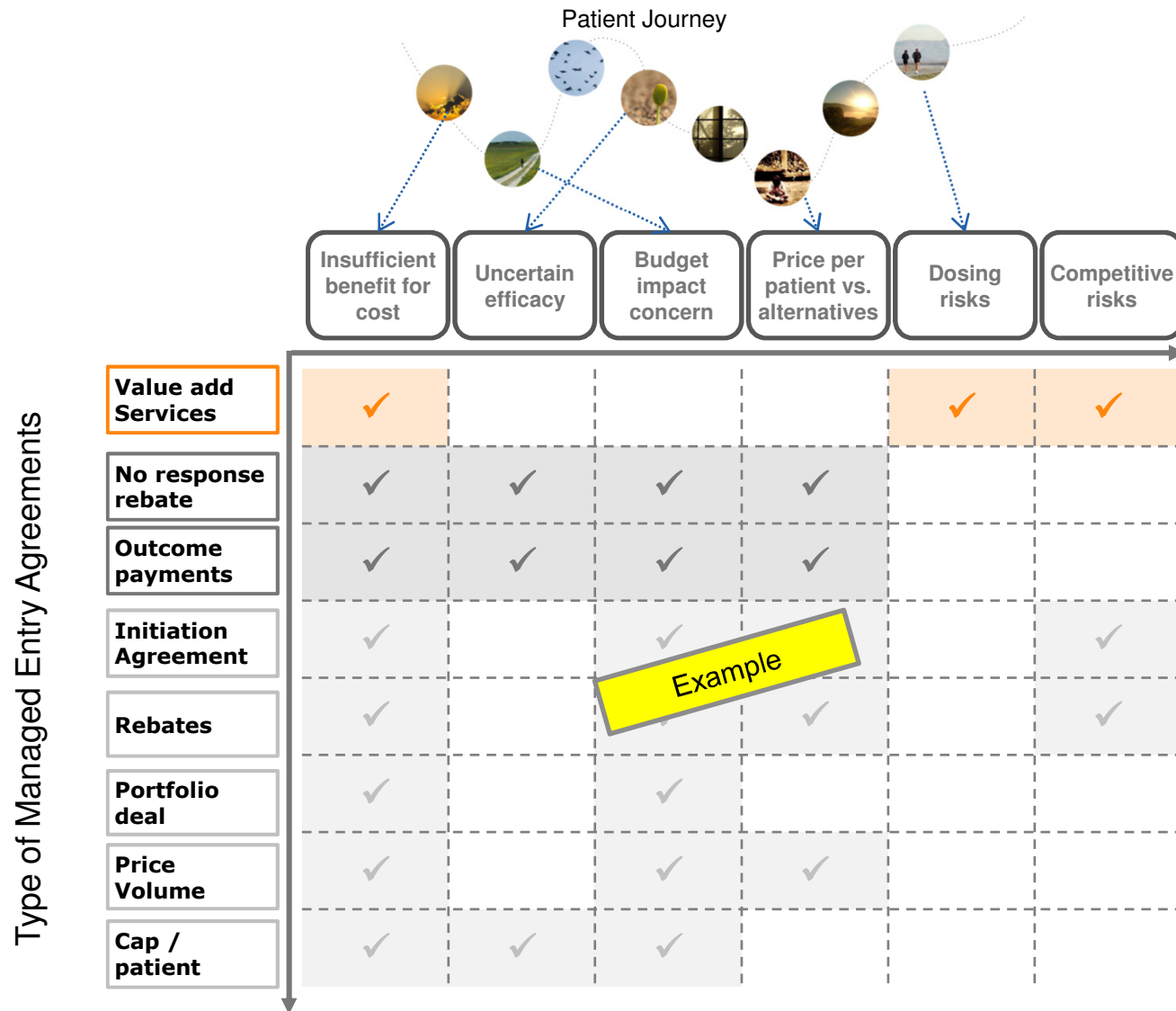
### Common objections

- The pdt does not show impact on mortality
- Current treatments are just fine for me
- Compliance to the drug is disappointing

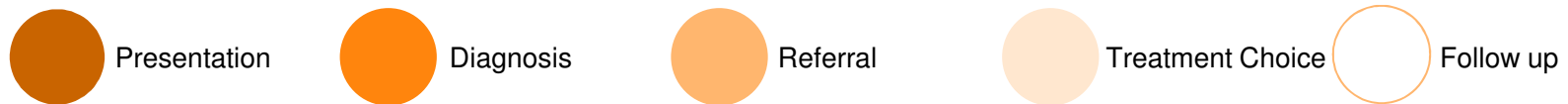
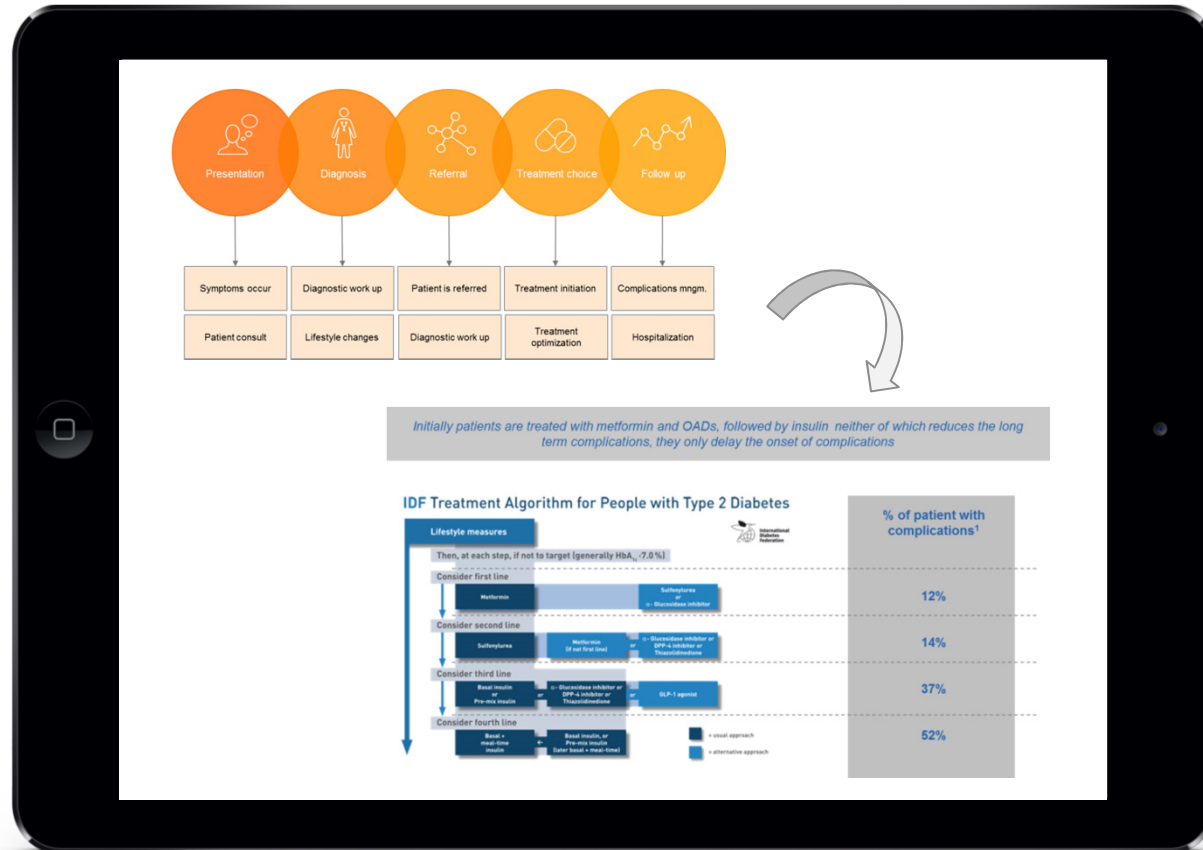


# Case 4. The Patient Journey allowed to identify risks that can be addressed with Innovative Contracts / Managed Entry Agreements

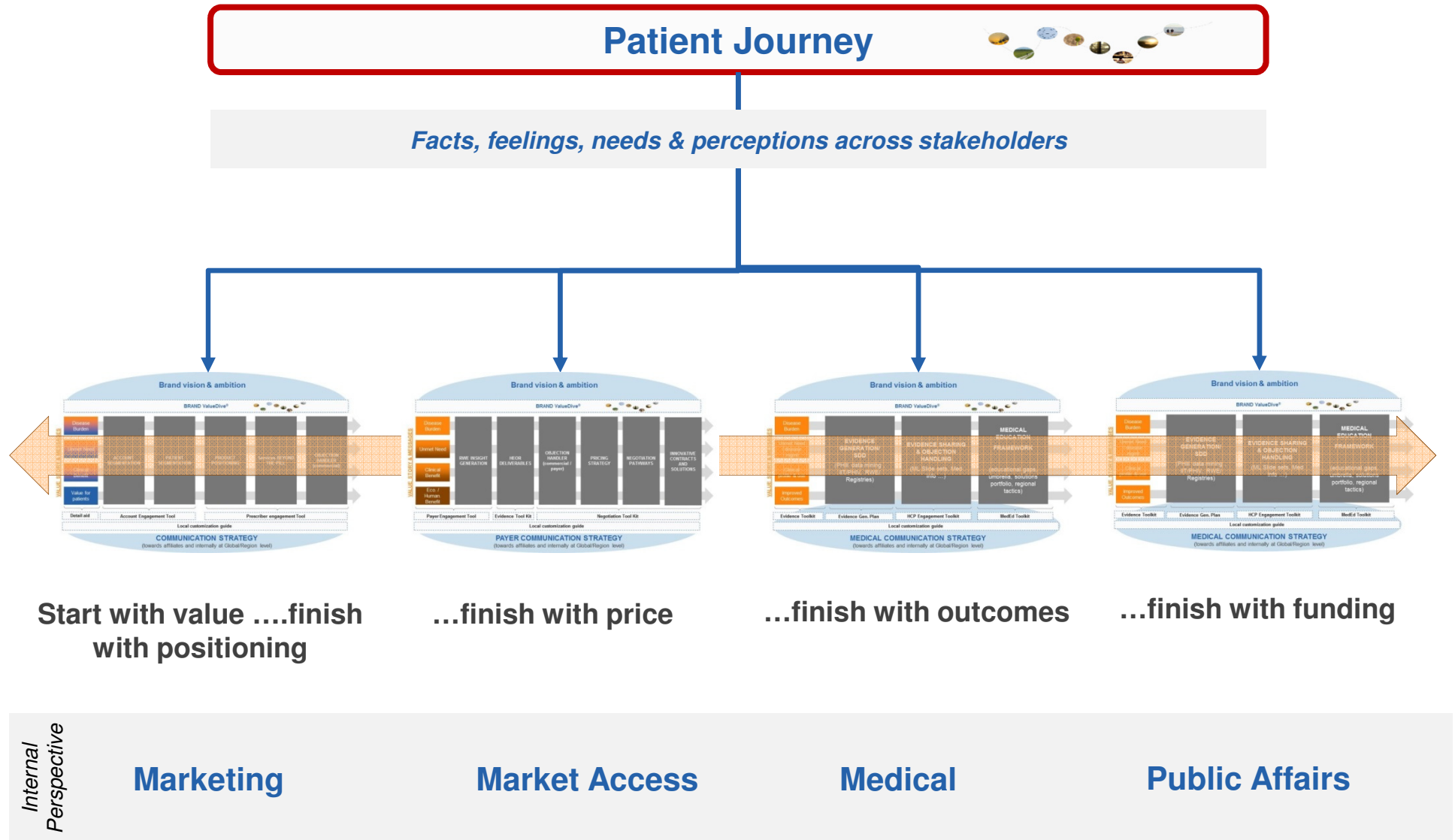
## Identification of uncertainties and identification of the best type of Managed Entry Agreement



# Case 5. The Patient Journey became the way field resources engage with payers

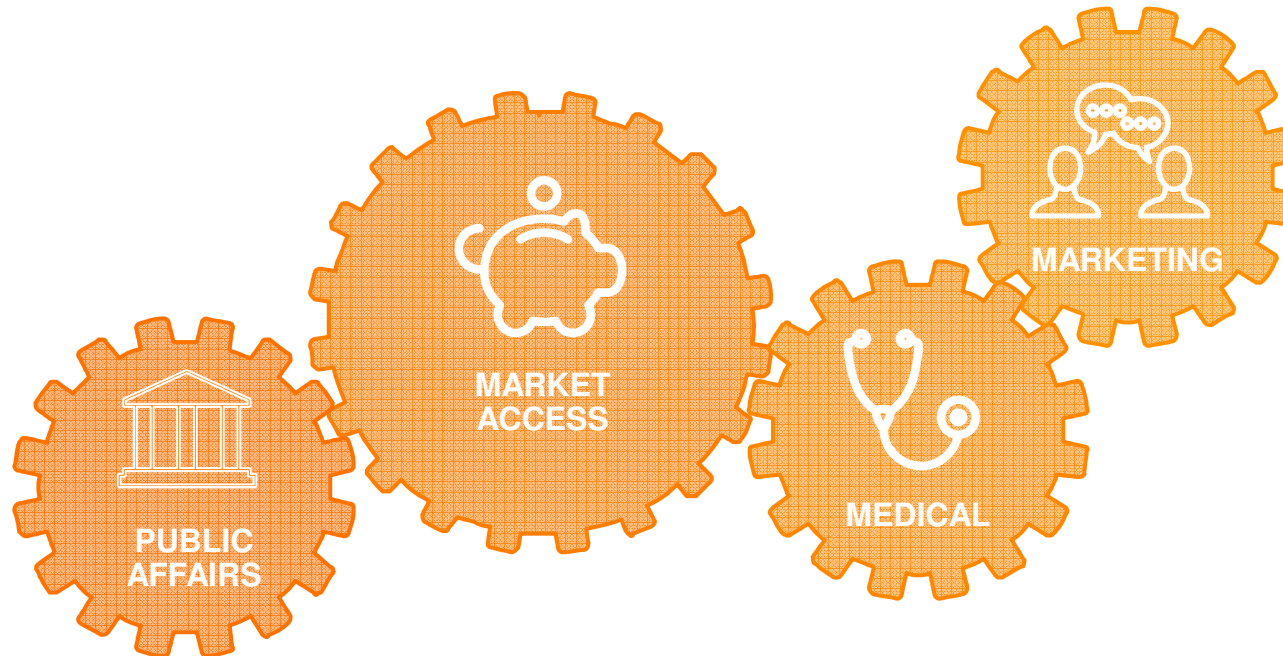


# From a broader Brand Team perspective, the Patient Journey and Value Story are 100% scalable to other functions



# Market Access could be in the driving seat in shaping value communication within the brand teams

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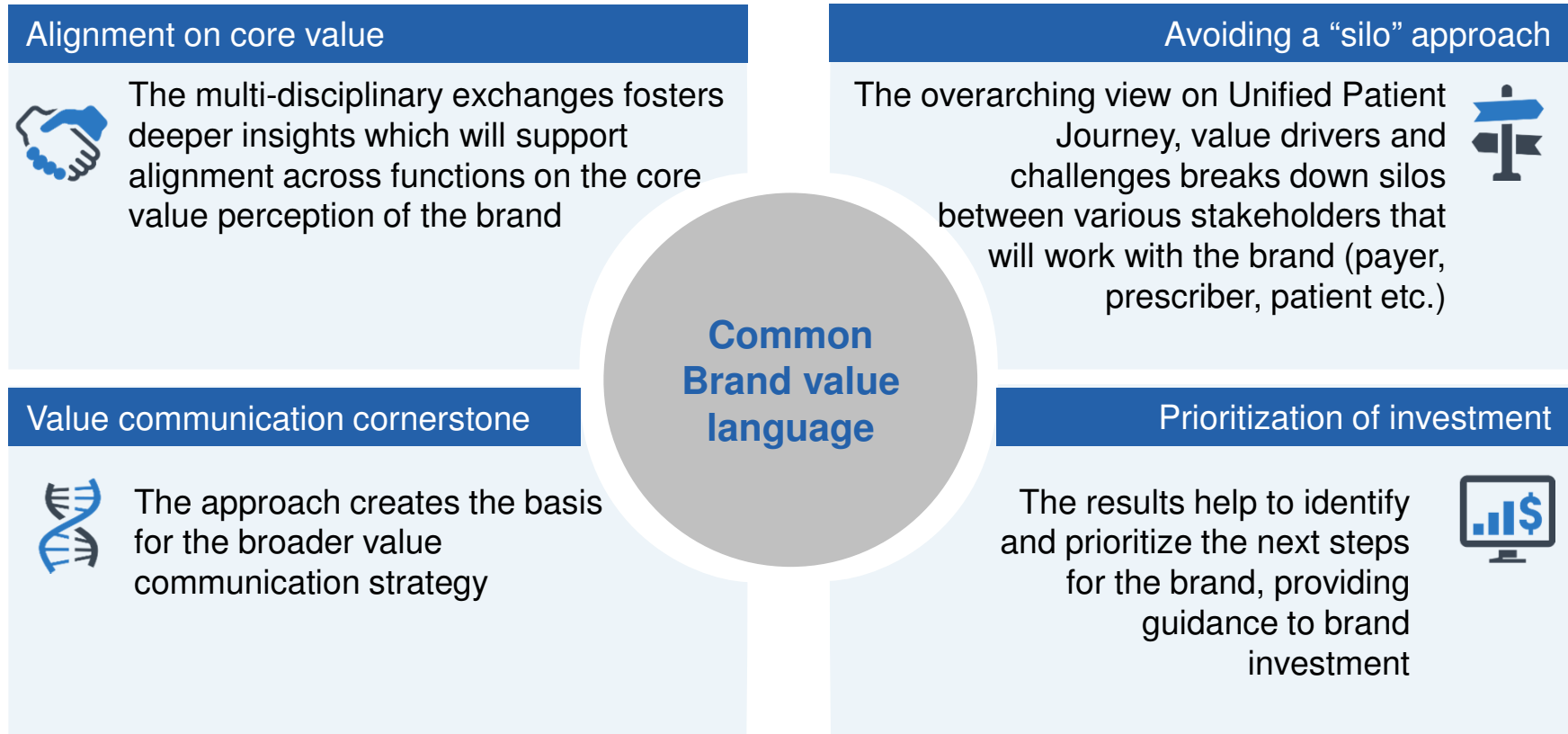


You have the chance to position MA at the centre of the brand team by using an approach that:

- unifies language
- creates synergies
- creates efficiencies

# The Patient Journey allows cross-functional alignment around the core values and enable consistent brand communication

*We believe brands can obtain **quick wins** by working on patient journeys*



Market Access can initiate a paradigm-shift in terms of Brand Value Management  
– are you ready for the journey?