

Creating Compelling Market Access Stories

<https://marketpublishers.com/r/CB5CB86A20FEN.html>

Date: August 2011

Pages: 43

Price: US\$ 495.00 (Single User License)

ID: CB5CB86A20FEN

Abstracts

Who's in charge?

It's an increasingly complex question faced by pharma companies when it comes to creating compelling value stories for payers. With governments tightening purse strings, generics flooding the market and the industry scrutinised with new transparency requirements, finding ways to 'think global and act local' has become critical and it is often not clear who is in charge.

Creating value stories that present a pharmaceutical's strongest case from a payer perspective is relatively new territory. Navigating the task means creating stronger communication channels between the affiliates and the regional or global centre as well as between R&D and commercial managers.

Report Overview

Creating Compelling Market Access Value Stories addresses the most challenging questions facing market access by delving into how value stories are created and managed. The report offers insight into the critical imperatives surrounding their development and evolution. It discusses payer expectations, how companies can ensure that all departments work from a market access viewpoint and addresses practical issues such as testing the message and ensuring its consistency for each of the various stakeholders.

Key features

An examination of the rising importance of market access across Europe and the US

A review of how value propositions are built and the question of ownership

The structural challenges companies face in developing cross-functional market access capabilities

The importance of payer research in validating and testing the value story

Managing political developments

Charts covering European bodies responsible for HTA activities and country-by-country measures for rational use of medicines in the EU

Key Benefits

Concise conclusions on developing and implementing value propositions

A European-focused picture of how market access value stories are developed

Expert input on everything from payer research to creating communication channels across multiple company layers

Key Questions Asked

Why are market access considerations now underpinning every aspect of the pharmaceutical business?

What are the major trends in healthcare technology assessment (HTA)?

How can companies ensure they meet payer needs?

When should companies test value stories, and how are tests best conducted?

How can companies ensure consistency in value stories to all stakeholders?

What is the importance of keeping current with political developments?

Who Should Read This Report

Market Access directors & managers

Brand Marketing Directors & Managers

Health Economics professionals

Pharmacoeconomics professionals

Health Outcomes / Outcomes Research professionals

Health Technology Assessment professionals

Health Policy professionals

Pricing & reimbursement teams

Patient Advocacy Liaison teams

Communication Directors & Managers

Public Policy professionals

Medical Affairs managers

Key quotes

“As an industry, we have a lot of the research budget sitting in marketing for in-market products that could have been better spent on research whilst these products were in Phase II or III. The result is we can spend a million dollars asking the physician whether they prefer the bird or the flower and whether it should be pink or purple, and just 20,000 dollars trying to work out what type of evidence a payer really needs.”

– FirstWord source

“I often get the feeling with the international consultancies that they learn a great deal from me or my organisation that helps them pitch to another company. In some cases, the harm they have caused to the organisation through the turmoil they created with

senior management has exceeded the good.”

– Dr Tobias Gantner, Head of Market Access, Bayer Healthcare, Germany

“What we try to do with this board, which comprises 11 colleagues from the countries, is to have a representation of all kinds of healthcare systems. We cannot talk at every point in time with everybody. This means if we come to a solution at this level, we can be pretty sure that 90 percent of the markets can be covered by the arguments we have developed.”

– Britta Paschen, Vice President, Global Pricing and Health Economics, Merck Serono

Expert Views

Janice Haigh, Senior Director, Pricing & Market Access, Astellas Europe

Dr Tobias Gantner, Head of Market Access, Bayer Germany

Britta Paschen, Vice President, Global Pricing and Health Economics, Merck-Serono

Head of Pricing & Reimbursement at the European office of a mid-sized pharma company

Head of health economics and reimbursement at a global medical equipment company

Contents

EXECUTIVE SUMMARY

EMBEDDING A MARKET ACCESS MINDSET

Situation in the US

IDENTIFYING THE EVIDENCE REQUIRED

Value-based pricing versus cost-effectiveness

Germany moves to value-based assessment

Italy's new innovation rating

QALY-plus in the UK

Implications of value-based assessment

Harmonising evidence requirements

THE GLOBAL STORY

When to start building up the value proposition

Who owns the message?

Health economics and outcomes research

Marketing and brand teams

Market access departments

Transfer of ownership

STRUCTURAL CHALLENGES

Involvement of the affiliates

Bridges between commercial and R&D

BUILDING THE VALUE STORY

Payer research

External vs internal

Payer adboards

Testing the value stories

Ensuring consistency

KEEPING ABREAST OF HEALTHCARE POLICY

Decentralisation of budget control

PULLING THE STRANDS TOGETHER

Institutions and advisory bodies responsible for HTA activities

Measures to encourage rational use of medicines throughout EU

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