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Market Access Value Stories: Developing effective messages and communications with payers

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Abstracts

Developing effective messages and communications with payers is essential to ensure reimbursement for your new drugs

With health economics playing an ever-larger role in market access and reimbursement decisions, how can you communicate the value of your drug to gain acceptance and drive profitability?

Eleven experts, including NICE's Kalipso Chalkidou of and Lundbeck's Barbara Ann Jaszewski, explain how you can gain long-term advantages by defining, assessing and telling the value story of your products before taking them to the market.

Get Market Access Value Stories: Developing effective messages and communications with payers now.

Top Takeaways

Develop your proposition early: How this gives you a head start on others who leave it to the pre-launch phase

Price and value are not the same: The right value story improves chances for optimal pricing

You need to gather the evidence: Shape the story you tell according to particular international markets' needs

How best to construct a story: Experts offer their opinions on what works best

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The direction of travel for drugs companies: Value stories affect what drugs companies choose to pursue, as they align priorities to those of payer and patient

Small companies may face particular difficulties Why they need to thoroughly assess the best way to develop meaningful stories

New skills are needed for delivering stories appropriately with multiple teams involved

Key Issues Explored

When do you need to start planning for your value proposition?

Do you need a consistent message across the board, or do different stakeholders and decision makers need different information?

Do the benefits outweigh the cost and burden of creating a value story?

How do you use a story to create value without reducing price?

Who’s already creating effective stories and reaping the resulting benefits – even against cheaper 'me too' treatments?

What is the most constructive way to work with payers to get the best result for your business?

Who needs this report?

Market access leaders – to find out how others are solving similar problems and understand the issues in play globally

Executives of medical affairs and health economics and outcomes teams - to understand the increasing importance of developing and communicating strong value stories

Market access advisers and consultants – as more pharma companies turn to specialists for advice, is your understanding of value propositions sufficient and up to date?

Senior managers and executives of commercial teams - to see how value stories can impact commercial outcomes

Anyone involved in designing, recruiting, executing or analysing trials – to see how the value story needs to be built in

Access team hiring managers – to see if the changing portfolio of skills required to build effective value stories is lacking in their team

Contributors

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