

# Success in Value Added Services: Delivering Better Patient Outcomes

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## Abstracts

Win market share, maximise reimbursement and patient adherence with Value Added Services

Your competitors are winning market share, improving patient adherence and creating strong partnerships with payers and physicians, all through implementing Value Added Services. How can you create services to deliver these results for your business?

Through expert insights, Success in Value Added Services unravels step-by-step details on how to build Value Added Services into your value proposition. Pivotaly, it details how doing it early enough can not only guarantee the production of conclusive evidence for payers, patients and physicians, but also improve outcomes and reduce costs, giving you a clear competitive advantage.

“Payers say, ‘if I’m paying half a million to a million per patient per year, I want to be really sure that the stuff works’. You really have to have an impact on patients”

Former Global Head of Solution and Product Development, Pfizer Integrated Health.

### ANSWERING KEY QUESTIONS:

What and why? What are the different forms of Value Added Services and why are your competitors developing them with such urgency?

Payers want data sooner: How do you embed Value Added Services into your strategy early enough to satisfy the demands of payers and regulators?

Provide value 'beyond the pill': What are the biggest problems physicians face and what 'beyond the pill' solutions do physicians value most?

Chronic disease accounts for 86% of US healthcare expenditure: Your competitors already have Value Added Services in place for many chronic disease areas. Which ones have worked and what lessons can you learn from their successes and failures?

How to dramatically increase adherence: A key competitor increased adherence by 81% in 8 weeks by creating and distributing an app. How can you do the same?

Beat out the competition: How have competitors used Value Added Services to win market share for their most expensive treatments?

Start with the patient: How are your competitors using Value Added Services to create a 'patient-centric' strategy that satisfies not just patients but payers and physicians too?

Case studies - are partnerships the key to success? Could partnerships with tech giants give you the brand recognition, data analysis capabilities, and the many other skills required to produce insights that payers really care about?

Measuring success: You've been working through the process and appear to be on track to deliver an excellent Value Added Services program, but how do you divide responsibility among teams and what are the key benchmarks that each team should strive for?

## **CRITICAL ASPECTS OF VALUE ADDED SERVICES**

Phase III data alone just won't cut it: As payers continue to demand more accurate, richer data, you'll need a clear-cut strategy to ensure that the data produced from your Value Added Services can be transformed into clear evidence of efficacy.

Satisfying patients, payers and physicians: See a specific breakdown of how to position your Value Added Services to support the requirements of each stakeholder.

Challenges in implementation and delivery: Conceptualising a value proposition is one thing, but actually creating it and extracting beneficial evidence is another. Case studies show how you can successfully implement a strategy at each step of the journey.

Government shifts from volume to value: The US recently declared that 30% of payments are now to be tied to value-based reimbursement. This report explains the importance and influence these changes will have on Value Added Services.

## **EXPERT CONTRIBUTORS**

Jennifer Barnett, Director of Healthcare Innovation at Cambridge Cognition, a global provider of cognitive assessment software for clinical trials, academic research and healthcare provision. Cambridge Cognition provides pharmaceutical companies with technology to assess cognitive function and other aspects of brain health symptoms.

Matthew Bonam, Pharmaceutical Project Director, Intelligent Pharmaceuticals, AstraZeneca R&D

Tom Croce, Head, Global Patient Advocacy at Shire Pharmaceuticals; Croce was previously Director, Patient Advocacy & Professional Relations at Boehringer Ingelheim.

Miguel Forte, Chief Operating Officer, TxCell.

Tobias D. Gantner, founder & CEO HealthCare Futurists GmbH, a think-tank in life sciences and healthcare; previously Head of HE&OR at Novartis, Head HEOR and Market Access at Janssen-Cilag Head of Market Access at Bayer Vital Germany.

Maximilian Higgins, Senior Consultant, (Customer & Strategy), Advisory, Ernst & Young.

Christian Isler, Director at PA Consulting Group, working in the Global Life Science Practice. Isler provides consultancy in: integrated healthcare solutions, beyond the pill approaches, business model development and commercial

strategies. Isler was previously Global Head of Solution and Product Development, Pfizer Integrated Health.

Melanie Kirk, Managing Director, Pulsar, an agency working with pharmaceutical companies, healthcare and the NHS that focuses on values and benefits.

Rachel Laing, Manager at Bionest Partners, a life science strategy consulting firm working mostly in pharmaceuticals as well as diagnostics.

Olivier Lesueur, Managing Director at Bionest Partners, a life science strategy consulting firm working mostly in pharmaceuticals as well as diagnostics.

Michael Morgan-Curran, International Sales Director, AliveCor, a global mobile health company headquartered in San Francisco, California (previously Director of Digital Health Strategy at the Personal Connected Health Alliance, a collaboration that engages people in healthcare through technology; Director of Mobile Health at the GSMA).

Global Brand Manager at a European specialist pharma company.

Iain Simpson, Associate Director: Global Medical Technology Division at Cambridge Consultants, a global product development and technology consultancy firm.

Cyril Titeux, VP EMEA Strategy, Janssen (Johnson & Johnson).

Thom Van Every, Executive Director, 'Hive' Innovation Unit, ViiV Healthcare, a pharmaceutical company specialising in the development of therapies for HIV and created as a Pfizer and GlaxoSmithKline joint venture; co-founder of online healthcare start-up Icebreaker Health, provider of a low-cost next-generation telemedicine platform for primary care delivery.

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