

Beyond Pricing & Reimbursement: Market Access Capabilities for a Value-Driven Marketplace

SEPTEMBER 2016

Key Topics:

- New product pricing – organizational, policy, regulatory and advocacy state of play.
- Exploring and communicating the new payer value proposition: one message or many?
- Engaging with stakeholders: the new narrative.
- Push for outcomes: evidence tools for “stand out” products.
- Going global: best practices in functional capabilities for market access.

Market access today is much more than offering a product with a strong clinical profile. Many other factors now enter into a product decision-making process that is increasingly controlled by a smaller number of providers and payers, with a dominant position in the market, each of whom has a different conception of what constitutes “value.” This e-book will summarize contributions by a diverse number of stakeholders who can help you understand how a tailored, market sensitive strategy can prevail in a market environment dominated by disruption, differentiation and unrelenting pressures on cost.

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