



Building Better Stakeholder Partnerships

May 2023



A collaborative relationship between payers and manufacturers is critical to patient access

Manufacturers need to stay up to date with industry trends and understand stakeholder perceptions and/or concerns in order to engage in meaningful dialogues; however, challenges exist today



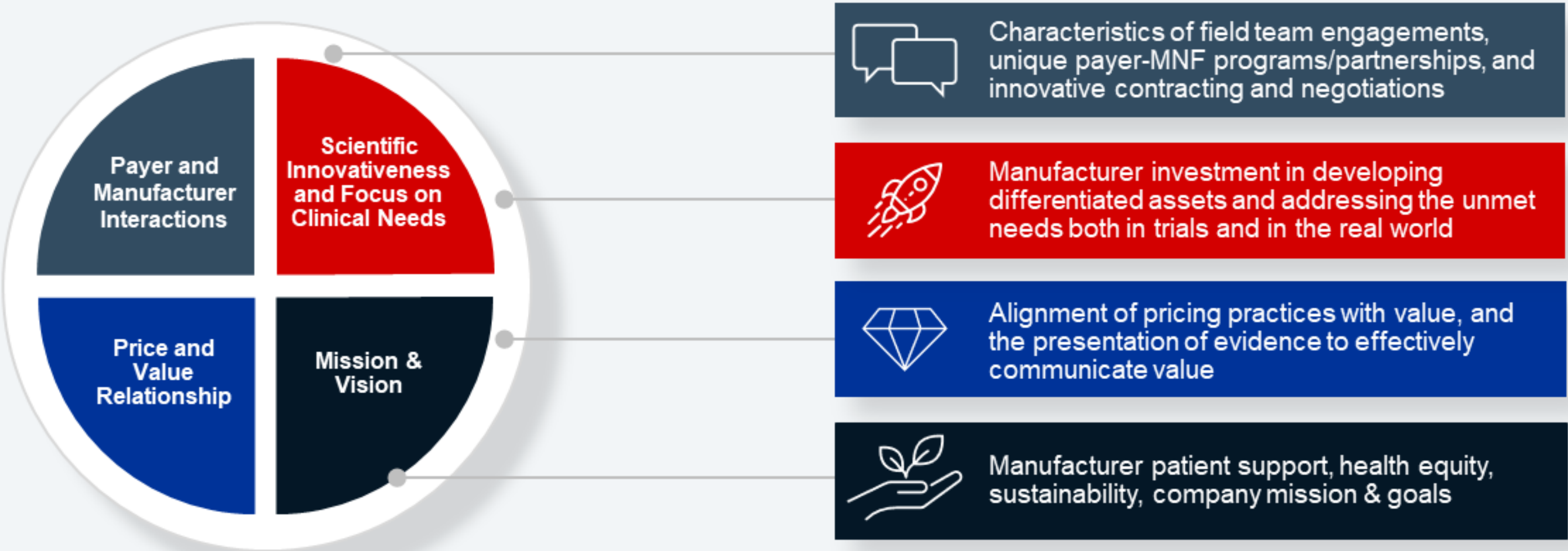
Key Manufacturer Challenges

- Determining who has the capacity, knowledge, position to engage
- Understanding what is a topic of interest vs. priority, and how it may evolve
- Engaging stakeholders who have different and conflicting priorities and developing personalized engagement approaches
- Accepting that efforts may not deliver tangible results immediately
- Allowing stakeholders to drive the engagement, shape public discourse
- Coordinating and collaborating internally to maintain consistent messaging, and to efficiently respond to and resolve issues

Net Promoter Score (NPS) is a tool that can holistically capture and assess payer perceptions of manufacturers over time, as well as identify ways for manufacturers to become better partners

Red Nucleus tailors assessment categories to each company collaboratively to benchmark stakeholder perceptions and identify strategies that will improve perceptions, build partnerships, and optimize access

Modified NPS Framework ILLUSTRATIVE

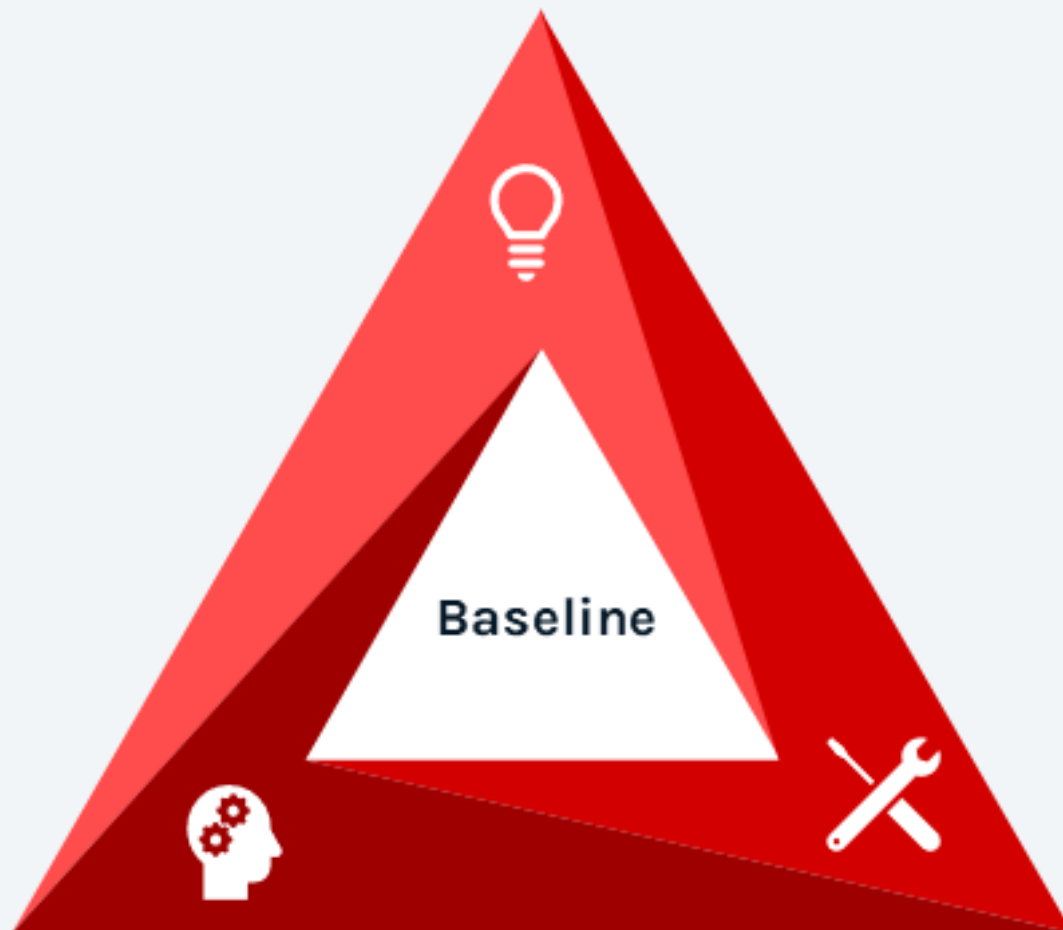


Stakeholder perceptions and behaviors are constantly evolving, necessitating a clear understanding of payer priorities to be able to deliver valuable information

Current Payer Mindset

Driving Behavioral Change

Desired Payer Mindset



Knowledge | *The WHAT*

Do stakeholders (internal and external) have a solid understanding of the key players and influential topics?

Mindset | *The WHY*

Are they equipped with the right mindset and behaviors to challenge existing attitudes and build trust?

Skills | *The HOW*

Can the team speak to the influential topics in a relevant way with payers, and so confidently, fluently, and persuasively?

Changing payer perceptions and behaviors requires establishing and maintaining a strong, consistent and transparent relationship between account manager and payer



Ultimately, patient access and stakeholder relationships can be improved by promptly understanding and addressing existing payer challenges and misconceptions

Current Payer Mindset

Driving Behavioral Change

Desired Payer Mindset

Patient Access

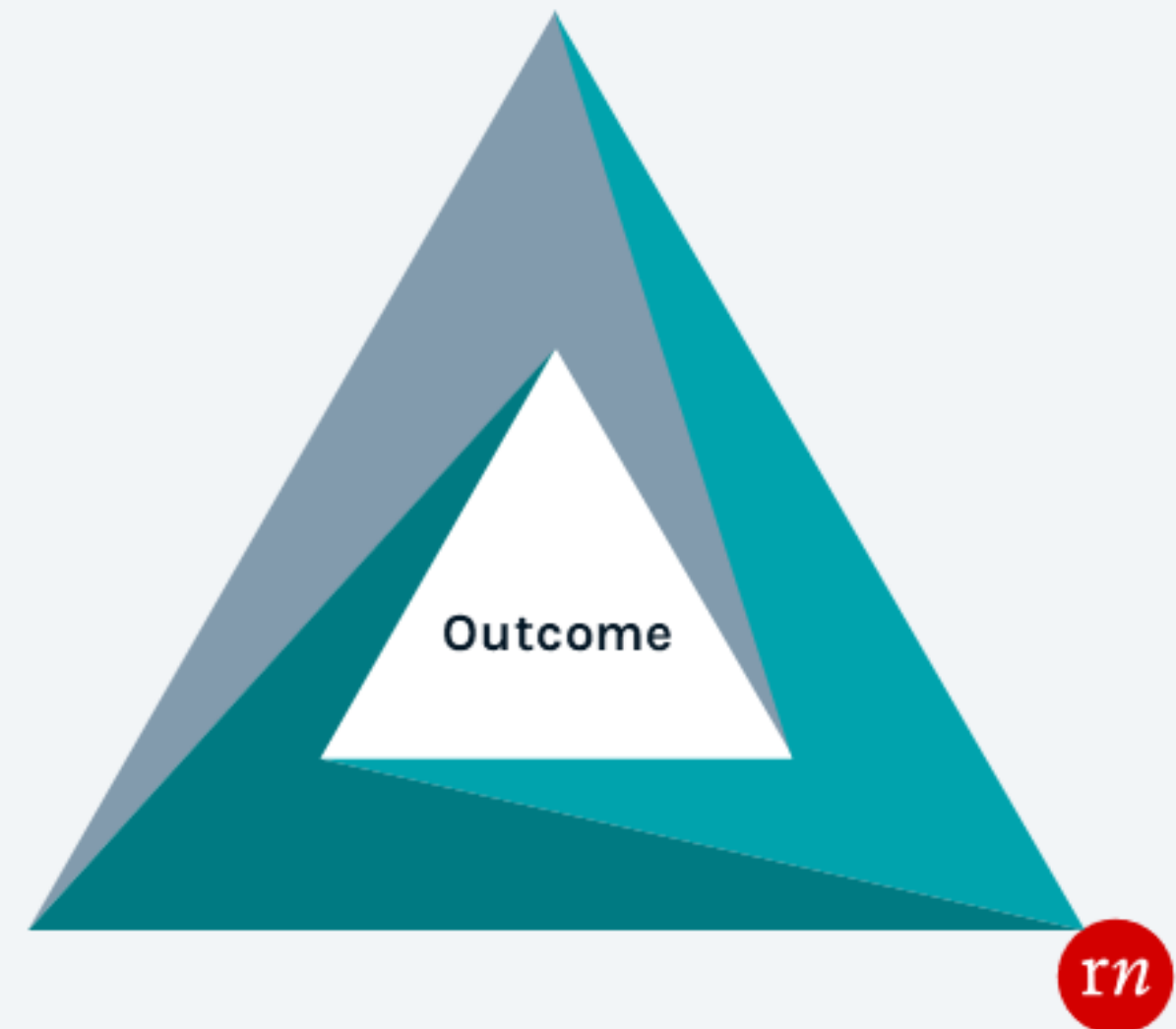
Proactively addressing existing knowledge gaps and/or payer reimbursement challenges remove barriers to patient access

Partnerships

Provide pertinent information and resource to demonstrate your willingness to listen and adapt, thus improving the working experience with payers

Knowledge Management

Retain learnings and knowledge through a central repository so internal stakeholders have easy access to resources and information that increases their effectiveness



Red Nucleus has a wealth of capabilities that can help you improve relationships, internal and external collaboration, access, and utilization

Building a positive stakeholder partnership cannot be done overnight; manufacturers should conduct a benchmarking study periodically to measure the effectiveness of payer engagement and stay up-to-date.

Voice of Customers

- ✓ Perspectives of the manufacturer's customers
- ✓ "Hot topics" and issues of importance
- ✓ Perceptions of the company and competitor(s)

Knowledge Management & Repeat

- ✓ Create a new process to exchange and retain new information
- ✓ Ensure field learnings are communicated promptly, effectively, and lead to action



Engagement Approaches

- ✓ Industry "gold standard" in the mind of the customers
- ✓ Leverage topics, messaging, best-practices to enhance engagements

Learning & Development

- ✓ Develop internal learning program to communicate new strategies and tactics
- ✓ Educate on topics of interest and instill new behaviors
- ✓ Develop materials and resources



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