

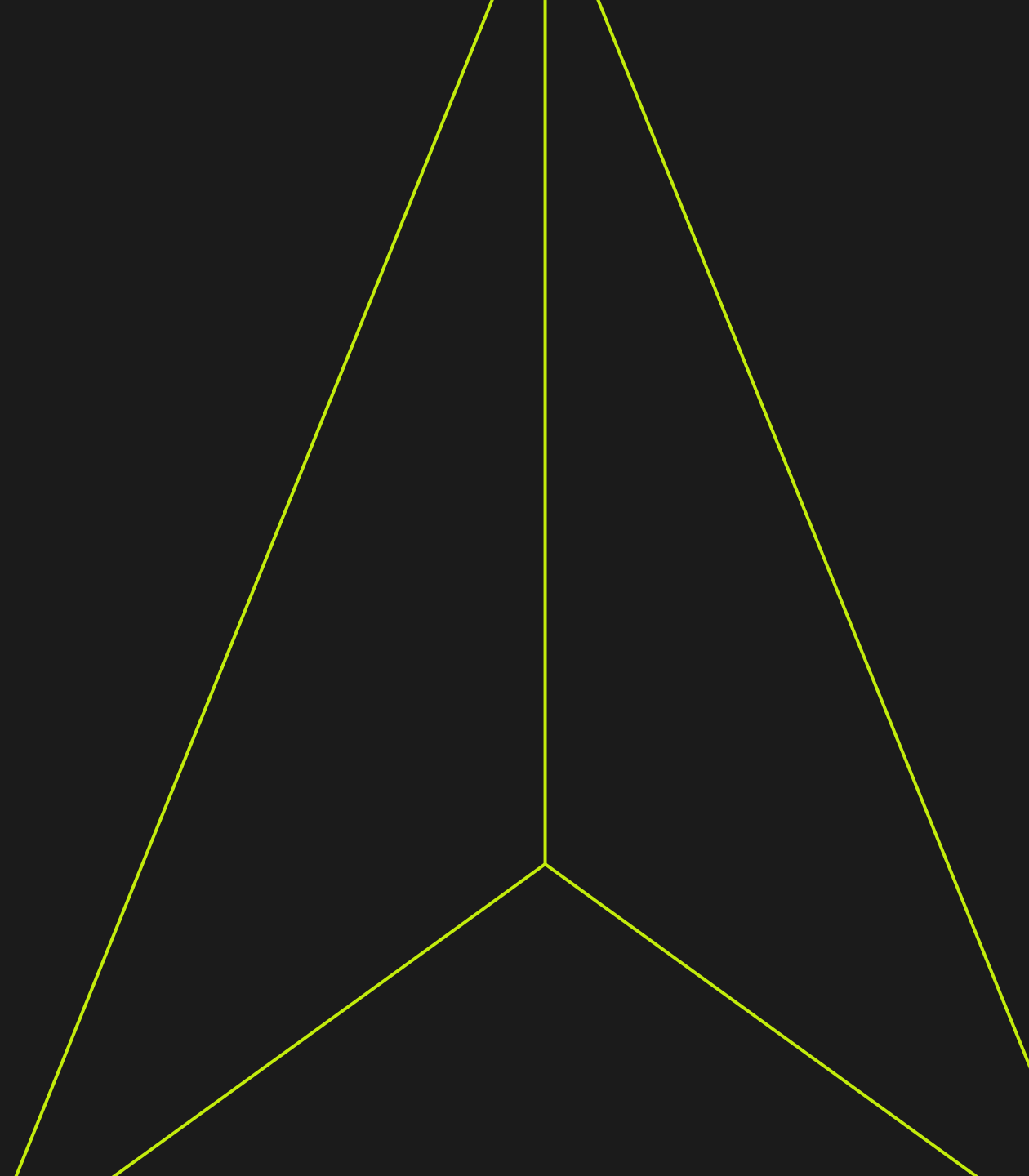


ISPOR EUROPE 2024

Time to Rethink Your Global Launch

11/19/2024

outwit complexity™



Increasing complexity drives a need for us to generate evidence earlier, develop more complex analyses, adopt new digital tools and collect richer data

Growing Complexities



Fragmented set of analytical requirements for JCA process



Pharma innovation has created increasingly **complex products**



Heterogenous payer decision criteria across global markets

Needs / Gaps

> Conduct earlier evidence generation and payer engagement activities

> Develop and utilise complex health-economic models with local inputs and assumptions

> Integrate digital tools to improve internal coordination and efficiency

> Effectively collect and manage data and key business learnings to continue to improve decision making

This **growing complexity drives a need** for pharma to **plan and execute earlier** and **increase efficiency**

We see the confluence of access, digital, and evidence as being key to helping pharma companies navigate this growing complexity

Access

Thinking about access and value in innovative ways beyond the traditional price-volume paradigm

Digital

New tools incorporating novel visualisation platforms, AI and machine learning



Evidence

Generate high-quality ex-RCT data, customised for multiple stakeholders

As a result, we have developed several innovative tools that help bring together access, digital and evidence in meaningful ways

01 Integrated Evidence Plan

IEP

Early, aligned evidence planning to overcome gaps in our value story

02 Price Policy Tool

DPT

Platform that streamlines the global price policy process

03 Global Access Database

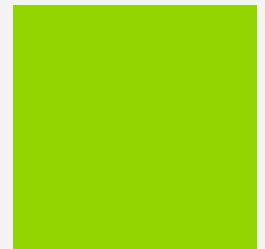
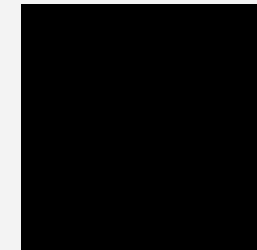
GAP

Optimise ex-US strategy with an interactive, single source of data

04 Submission Dashboard

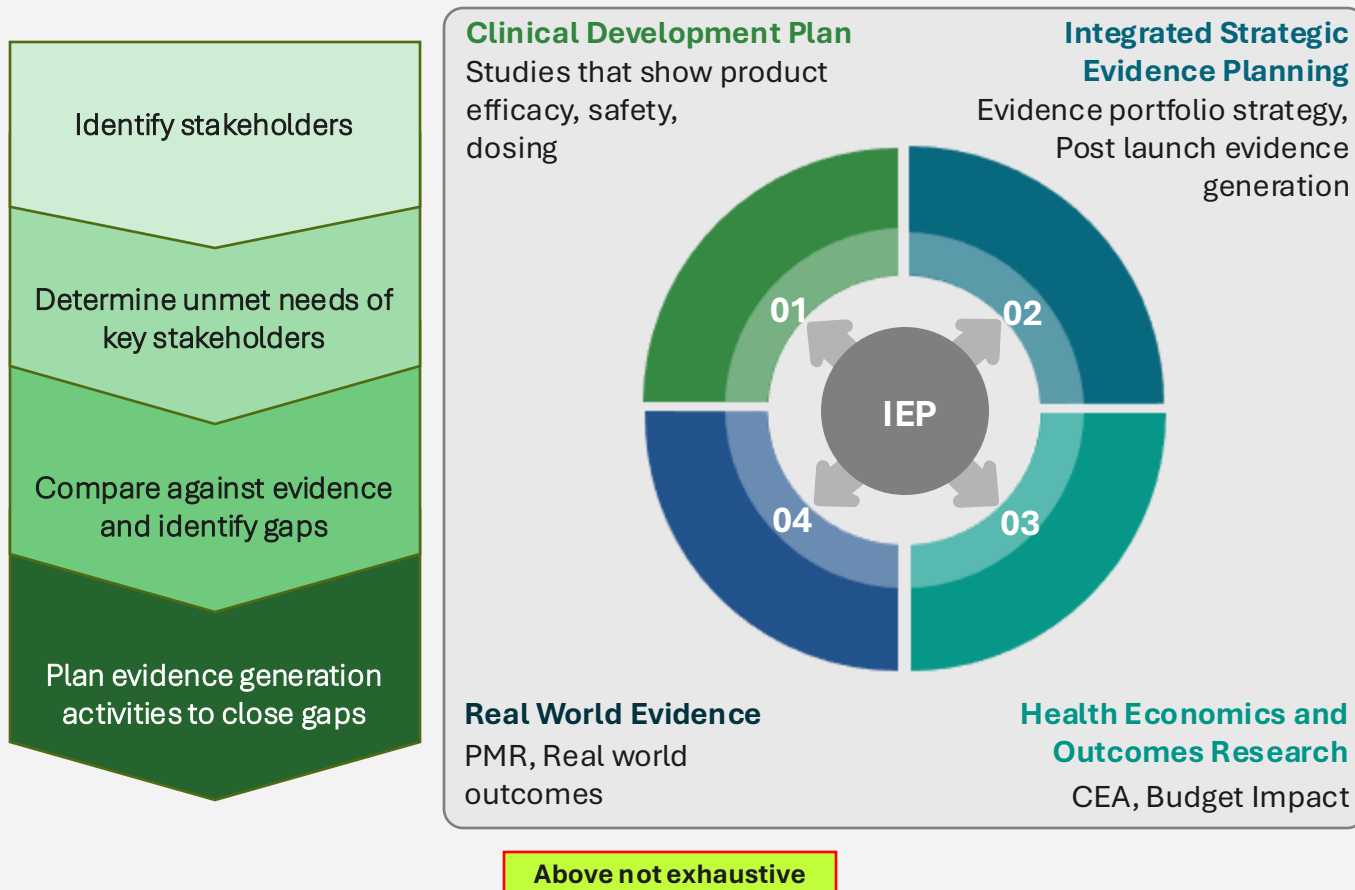
DASH

Integrate launch workstreams and align across functional groups



Integrated evidence planning at an early stage is critical in ensuring that functions are aligned and that key stakeholder needs are addressed at the time of launch

Integrated Evidence Planning (IEP)



Objective

Ensure evidence addresses stakeholder needs and key value messages to support regulatory approval, access, product development, and more

How

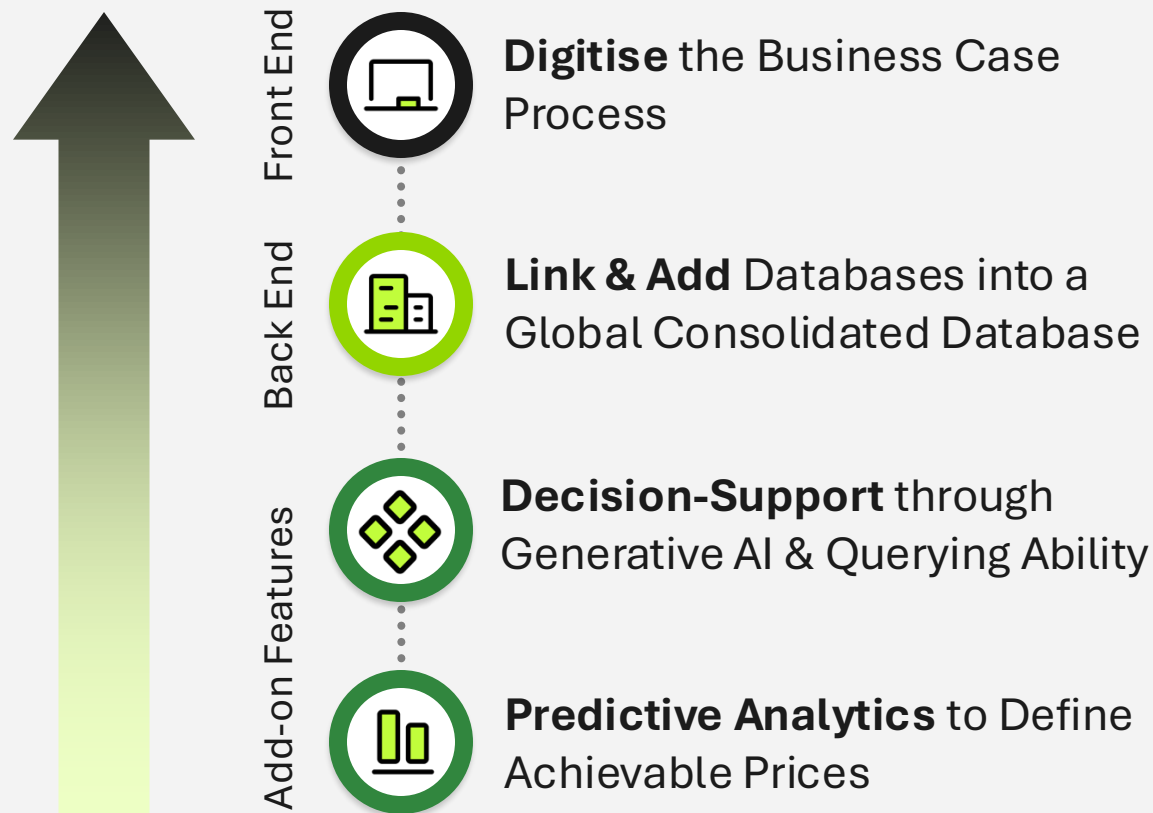
Define stakeholders and develop key value messages, map evidence needs to key value messages and identify key gaps

Why

Ensure all functions are aligned on evidence activities, and that value messages are ready for all stakeholders when needed

Digitisation of global pricing streamlines a relatively inefficient and recursive standard global pricing policy process

Digital Pricing Tool (DPT)



Objective

Increase efficiency during global price policy planning and implementation through digitisation

How

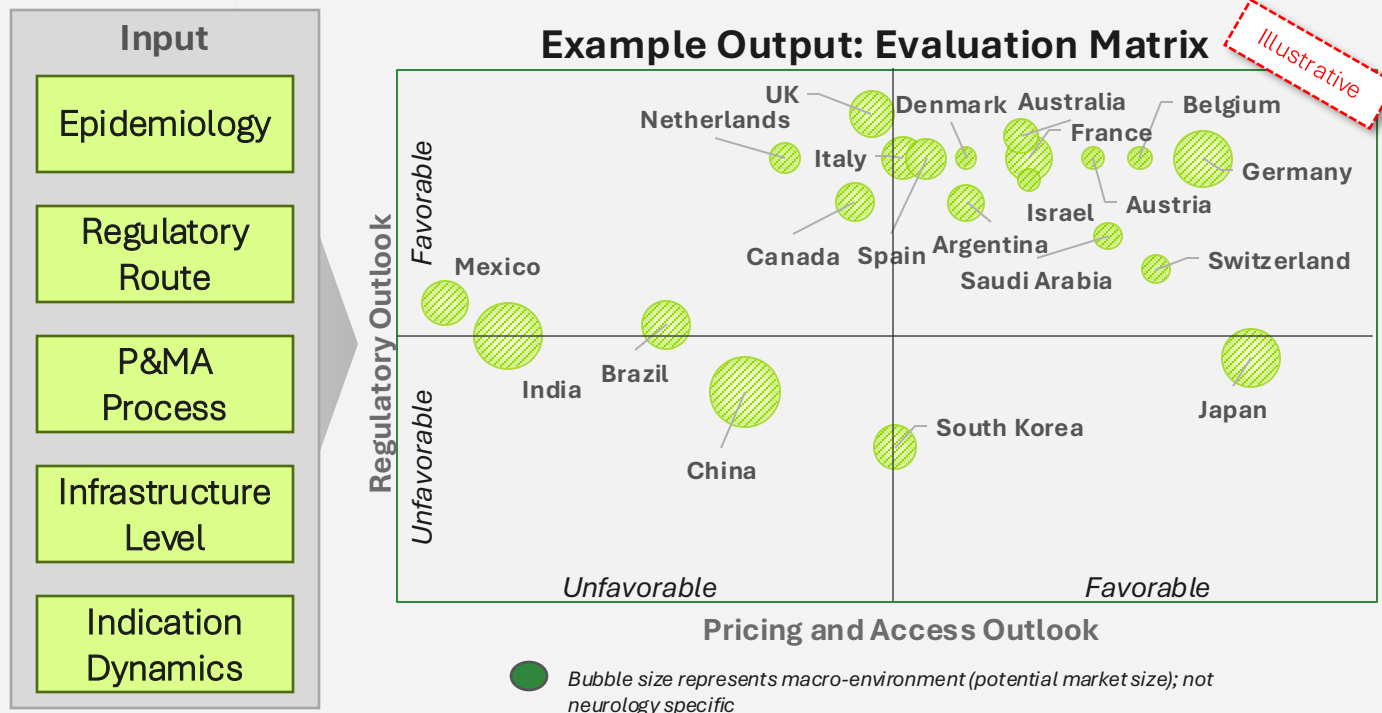
Providing users with an intuitive digital interface to submit business cases and for all teams to view global feedback

Why

This tool supports seamless policy decision-making and allows for iteration based on best practices, leading to faster approval time and better resource allocation

Our Geographical Access Prioritisation tool draws on our broad in-house expertise across markets to facilitate ex-US product launch or expansion planning

Geographical Access Prioritisation (GAP)



Objective

A digital tool that synthesises key data to enable comparison of regulatory and P&MA potential across global markets in an accessible dashboard

How

An interactive, single source of comprehensive market access data helps create a snapshot of current global opportunities

Why

Allows for faster, deeper, insight-driven decision-making around market and indication prioritisation during global launches



Detailed Market Overviews



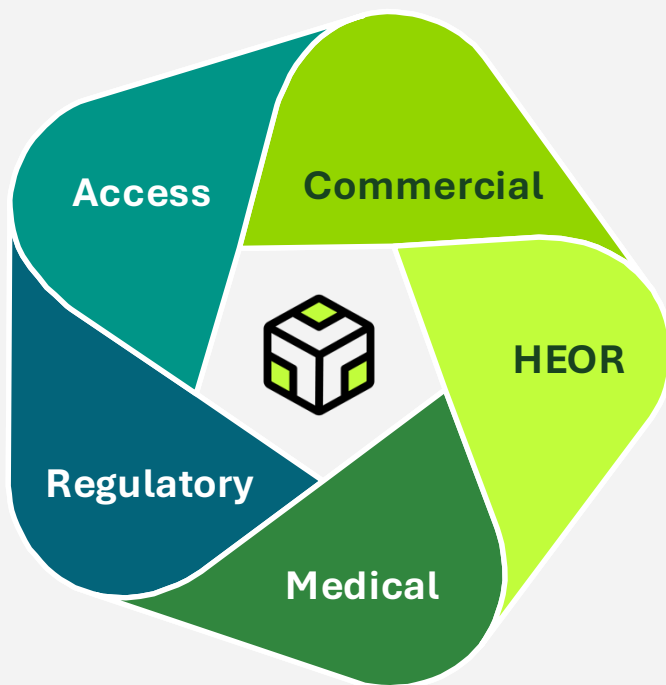
Comparison of Regulatory and Access Outlook Between Markets



Indication Prioritisation within Markets

The submission dashboard tool increases coordination efficiency during the global launch submission process

Submission Dashboard Tool (DASH)



Core Tools

Payer Negotiation Toolkit

Payer and PCP Objection Handler

Key Submission Timelines for Reg and MAX

Core Functionalities

Identification of Decision-Making Stakeholders

Automation of Timelines and Requirements

Value Dossier Submission Upload Tool

Team Performance Management

Objective

Tackling inefficiencies in cross-functional coordination during the global launch submission process

How

Articulates key milestones to local teams, acts as a repository for submission materials, and allows for performance tracking

Why

Increasing efficiency and coordination could reduce risk of launch delays and sub-optimal pricing outcomes

In conclusion, overcoming increasing complexity requires us to rethink our global launch planning by combining access, digital and evidence in new, meaningful ways



Earlier planning and execution

Examples of challenges solved:

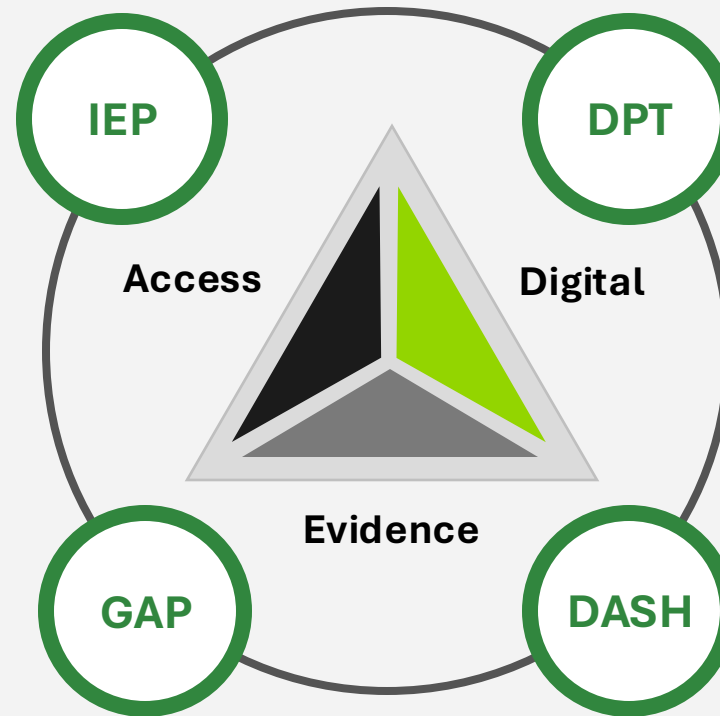
- Heterogenous payer decision criteria
- Increasing product complexity



Market-specific evidence and models

Example of challenges solved:

- Heterogenous payer decision criteria
- Fragmented requirements for JCA



Use of digital tools to coordinate planning

Examples of challenges solved:

- Fragmented requirements for JCA
- Heterogenous payer decision criteria




Better data collection to improve decision-making


Examples of challenges solved:

- Fragmented requirements for JCA
- Heterogenous payer decision criteria

Accelerate and expand market access potential to maximize asset value

Our expert panel spans a wide range of experience across the healthcare ecosystem to ensure that solutions are tailored to your individual strategic needs

Presenting at  **ISPOR**
Improving healthcare decisions



Karla Anderson
Partner




Andy Longosz
Director




Gaelle Marinoni
Director




Shahzad Ali
Associate Director




Jacob Graham
Partner




Chance Scott
Partner




Youbean Oak
Director



Fred Sieling
Director



John Wang
Director



Tiffany Yu
Associate Director

