



# Market Access: Helping You Achieve Commercial Success

*Create and implement the right strategies to reflect your product's value and gain market access*

## Strategic Vision, Multinational Reach, Local Expertise

With expertise in health outcomes, health economics, and pricing and reimbursement, we help our global clients develop and implement market access strategies—strategies designed to optimize value of your products.

## Our Approach

We help you understand the needs of your stakeholders, including patients, healthcare providers, payers, and policy makers. Our systematic approach integrates insights from health economics, outcomes research, and market research. We deliver actionable strategic plans to help you gain market access, and we can help you efficiently and effectively implement your plans to achieve formulary access.

## Research

We develop and synthesize evidence that will inform your market access strategies, demonstrate value for your products, and help you gain formulary access and reimbursement.

We have experience with multiple research methods including:

- Systematic literature review
- Competitive landscape and environmental scans
- Quantitative and qualitative payer and physician research
- Payer and physician advisory boards
- Early payer and physician engagement
- Coding, coverage, and payment
- HTA evaluations
- Scenario assessments and implementation planning



## Strategic Plans

We understand your goal to maximize value of your product. We implement a variety of methods to gather evidence and synthesize the data into actionable market access strategies.

The Health Outcomes Strategic Plans and Pricing and Reimbursement Strategic Plans that we develop provide your clinical and commercial teams a roadmap to effectively demonstrate and communicate the value of your products through innovative research, evidence-based tools, and information to relevant stakeholders. To ensure a solid foundation is established for positioning your product, we advocate starting this process early in the development cycle, ideally in Phase II.

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## Formulary Placement

Commercial success will depend, in part, on your ability to achieve preferred positioning on payer formularies. As part of the market access strategy, we conduct competitive product assessments that will position your product to get the best potential placement on formularies.

To further establish the value of your product, we create rigorous decision analytic models, such as:

- Budget impact models
- Price threshold models

- Drug price models
- Cost-effectiveness models
- Cost-utility models

These models are often used to support our efforts in the preparation and dissemination of:

- Reimbursement submissions (e.g., NICE, SMC, CADTH, LFN)
- Dossiers (e.g., AMCP, Wellpoint, and Global Value Dossiers with country adaptations)

## See How We've Helped Others

### Pricing, Reimbursement, and Market Access Consulting in Eight Countries

RTI-HS conducted payer interviews regarding pricing, reimbursement, and market access considerations for a new pharmaceutical product. We conducted in-depth interviews with one to two payers (and/or pricing and reimbursement specialists representing payer concerns) in each of eight countries: Australia, Canada, France, Germany, Italy, Spain, Sweden, and the United Kingdom. RTI-HS staff in the United Kingdom and Sweden conducted interviews in those countries and worked with a multinational network of pricing and reimbursement specialists to conduct the interviews in the other six countries. RTI-HS provided a report that summarized key concerns for each market and identified important payer information in each market.

### Clinical Trial Endpoint and Payer Feedback Assessment to Inform Product Development Strategy

A pharmaceutical company commissioned RTI-HS to review Phase II and Phase III clinical protocols for a novel treatment in order to determine the optimal clinical trial endpoints that would meet the value requirements of patients, providers, and payers. To complete this task, RTI-HS reviewed the product profile, existing clinical trial results, planned Phase II and Phase III draft protocols, selected published literature, and other information provided by the company, including existing payer research. RTI-HS developed a list of potential endpoints; revised the product profile, analysis plan, and measurement strategy; and conducted a limited payer assessment. RTI-HS efforts enabled the client to identify those studies best suited to support product pricing and reimbursement. The client was able to avoid unnecessary costly studies it had been considering and to develop a clinical trial and product value communication strategy geared to optimize product adoption and uptake, formulary placement and pricing, and competitive positioning versus alternative treatments.

## Let RTI-HS Help You

To learn more about our capabilities, please visit us online at [www.rti.org](http://www.rti.org), email us at [rtihealthsolutions@rti.org](mailto:rtihealthsolutions@rti.org), or contact one of our experts.