

## Four Keys to Effective Global Value Dossiers



**Involve**  
**Ensure Rigor**  
**Define**  
**Provide**



### 1 Involve Affiliates

#### Before starting:

Establish expectations of GVD  
Agree on timing for delivery of each section to best meet local needs  
Identify main market access hurdles

#### During development:

Ask for input from affiliates  
Incorporate feedback



### 2 Ensure High Scientific Rigor

Conduct **supporting evidence** generation according to most rigorous guidelines

Include a gap analysis and **critique of strength** of product evidence when appropriate



### 3 Define Value Clearly

#### A successful GVD will:

Present a clear value story with **evidence-driven messages**

Guide affiliates through the key evidence

**Plainly demonstrate product differentiation** and ability to satisfy unmet needs

Ensure a consistent core story is presented to payers across markets



### 4 Provide Education and Roll-Out

#### Develop an objection handler

Include questions most likely to be raised by payers

Ask affiliates to nominate relevant questions

#### Conduct training sessions on the GVD

Familiarize affiliates with content

Demonstrate how to use for conversations with payers

