Four Keys to Effective Global Value Dossiers

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.

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