

Capture the attention of key stakeholders with a compelling value story.

Tell the Value Story of Your Product

Stringent regulatory and reimbursement environments make it critical that your stakeholders understand what new technologies bring to the market and how they will be positioned relative to other technologies. Our Global Value Dossiers (GVDs) can help you establish the value proposition and foster consistent messaging for your products.

We combine scientific rigor with creative communication to demonstrate a compelling value story for your product. Our GVDs present key information in an insightful, logical, and attractive way so that all users are able to access the sections they need and affiliates can apply the value story to their local markets.

An Effective Approach to GVDs:



Check the Evidence

Our seasoned professionals identify and deliver reliable scientific evidence. We leverage our expertise to provide scientific support for each of your product's value messages and ensure that nothing is overlooked. Rely on our proven experience in areas relevant to pharmaceutical research and development and in a wide array of therapeutic areas.

Make It Simple

Scientifically rigorous documents often contain abundant, complex research and data. We'll organize and format your product's data so you can present information simply and effectively to key decision makers while maintaining the scientific integrity of the source evidence.

Position Evidence Effectively

Decision makers have varying needs and interests. Each influences product adoption and pricing and reimbursement decisions; therefore, your product's value messages must target their varying concerns. That is why we develop and critically evaluate each value message for relevance to payers, physicians, and other key stakeholders.

Tell the Value Story:



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Receive Quality Deliverables

We produce electronic or hardcopy GVDs. Each is easy to read, professionally designed, and suitable for global distribution to affiliate companies.

We can also provide your GVDs in submission-ready formats. We ensure that each document fully complies with regulatory and/or payer guidelines.

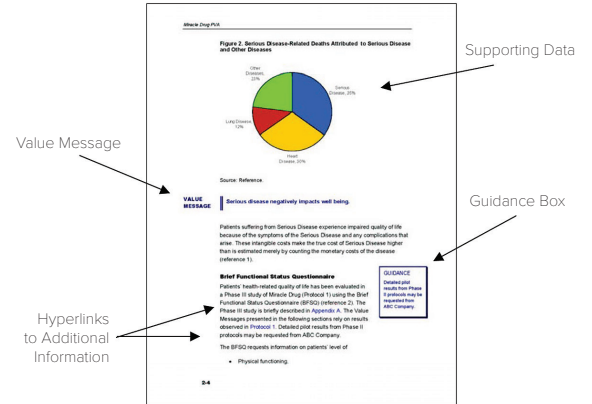
We provide you with deliverables that meet the highest professional standards and specialize in:

- Global and local value strategies
- Literature search strategies
- Country-specific burden-of-illness summaries
- Competitive landscape overviews and dossiers
- Health outcomes research plans
- Payer research findings
- Clinical and outcomes research plans
- Product Value Access kits
- National, regional, and local (e.g., AMCP, NICE) pricing and reimbursement packages
- GVD affiliate workshops

Maximize Your Reimbursement Potential

- Organize your product's abundant information
- Build a value story
- Clarify the overall value of your product compared with usual treatments
- Empower your team to package and present your product's data
- Bridge the communication gap between how your product works and what it means to payers and other decision-makers

Sample GVD Page:



Product Value Access Kits

Our Product Value Access (PVA) kits can help you establish a consistent approach to pricing negotiations across markets. We apply strategic insights to guide affiliates with their negotiations. Our approach integrates payer insight, highlighting how critical payer issues can be addressed to optimize a positive outcome. We provide recommended strategies—as well as fall-back options—for pricing negotiations, including guidance on and critique of the use of innovative pricing programs and policies.

GVD Affiliate Workshops

Our workshops are developed to help affiliates in their local reimbursement and market access activities. We offer training courses that guide the affiliates on using the value information effectively with their local stakeholders. These courses, usually one day in length, include interactive sessions to foster learning and to allow participants to practice using the relevant value information to support the new product.