

Develop and implement the right strategies to reflect your product's value and gain market access.

Strategic Vision

Get the research you need to demonstrate your products' value to patients, physicians, caregivers, payers, and policy makers. We conduct innovative research and deliver evidence-based tools and relevant information for all your stakeholders. Our actionable HEOR strategies and market access plans provide a roadmap for your clinical and commercial teams to effectively demonstrate and communicate the value of your products to relevant decision makers.

To ensure a solid foundation for positioning your product, we recommend developing your market access strategy early in clinical development, ideally in phase II. Core activities to support the strategy are implemented throughout the development and commercialization lifecycle.

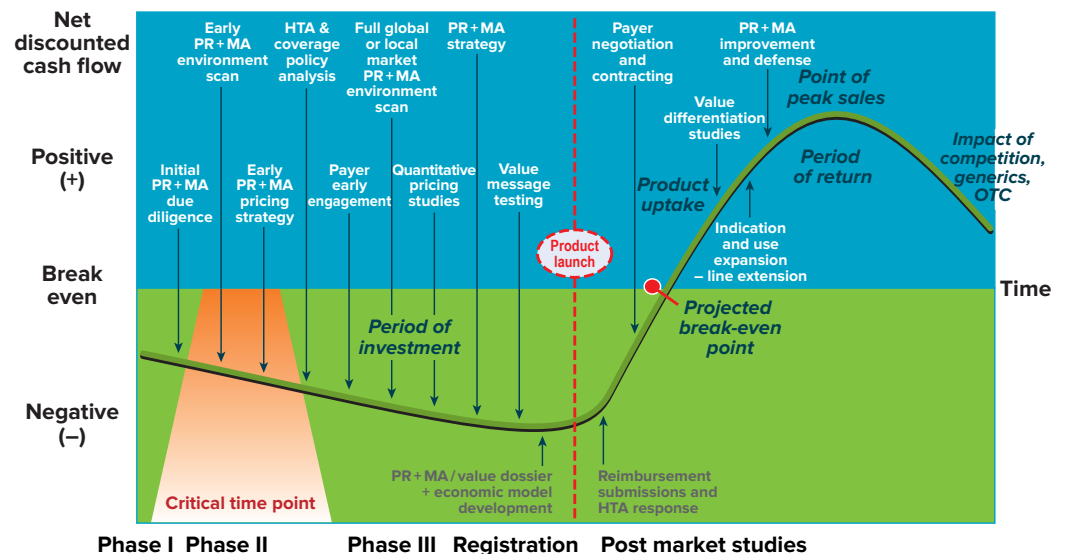
Payer, Physician, and Pricing Research

We offer a global network of over 200 payers who are available to participate on payer research panels, advisory boards, and one-on-one interviews. Additionally, we conduct qualitative and quantitative research to help understand the critical issues from the perspective of health care providers. Our research with payer decision makers and physicians can help you develop and test value messages and gain insight on how payers may evaluate new treatments. We provide qualitative and quantitative pricing research and provide competitive landscape and environmental scans.

Reimbursement Dossier and Health Technology Assessment (HTA) Submissions

We have expertise in developing successful submissions, including for AMCP, WellPoint, NICE, SMC, AWMSG, NCPE, TLV, CADTH, PBAC, and G-BA.

Product Development & Commercialization Lifecycle:



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Global Value Dossiers (GVDs)

We develop GVDs that help you establish the value proposition for your products and foster consistent messaging to key decision makers in different segments and market types. Our GVDs help you efficiently and effectively shape and tailor value communications about your products to your different customers.

Key sections in our GVDs include:

- Value story
- Disease burden
- Unmet needs
- Value of the product
 - Clinical
 - Humanistic
 - Economic
- Market access strategy
- Objection handling

Systematic and Structured Literature Reviews

We routinely conduct high-quality literature reviews to help our clients gain insights to inform and develop market access strategies. Projects include:

- Definitions, etiology, and diagnosis of a disease
- Epidemiologic, humanistic, and economic burden of a disease
- Treatment guidelines and patterns in clinical practice
- Clinical effectiveness of comparator treatments
- Cost-effectiveness of comparator treatments

Our literature reviews are conducted based on requirements of international HTA agencies.

Communication Tools for Relevant Decision Makers

We develop high-impact deliverables with your target audience in mind—materials that will help you achieve your market access objectives. Our experience includes market access toolkits and Section 114 communication packages.

Meta-Analyses, Including Indirect and Mixed Comparisons

We implement direct and indirect comparisons using standard meta-analysis techniques and have experience with complex methods including meta-regression, mixed treatment comparisons, network meta-analysis, and Bayesian approaches.

Economic Models, Including Value-Based Pricing Models

We develop cost-effectiveness, budget-impact, and other decision analytic models that will help you determine and communicate the value of your products to your internal and external stakeholders. Additionally, we develop strategic value-based pricing models to anticipate and strategically plan to address pricing, reimbursement, and market access hurdles.

Multinational Reach, Local Expertise

With offices and staff in the US and Europe and our multinational network of payers and decision makers, we can help you develop a global market access strategy and adapt it to the country level. When you work with us, you gain the benefit of working with our dedicated staff whose insights are informed by their extensive multinational project experience in industry and consulting.