

Engage payers and physicians to support market access.

A Tailored Solution

It is critical to develop and implement the right strategies and tactics to reflect your product's value and gain market access. We offer comprehensive market access solutions, which are customized based on your individual needs.

We integrate payer considerations into strategic plans and tactics to help you better understand the current environment. We also consider new approaches and systems that are on the horizon and assess how they may impact your pharmaceutical, biological, medical device, and diagnostic products.

Insights to Guide Reimbursement Strategy

We design and implement payer and pricing research programs to help you develop effective strategies, such as:

- Identifying reimbursement issues to address in value arguments
- Understanding payer perspectives and value drivers via primary and secondary research
- Evaluating the treatment attributes that influence pricing, reimbursement, and access decisions
- Revealing evidence gaps and informing HEOR approaches to fill them

Payer Advisory Panel

We have a global network of over 200 payer decision makers in over 20 countries that enable our integrated and diverse team of experts to provide you with the focused research you need to demonstrate your product's value.

Research and Guidance Each Step of the Way

Our qualitative and quantitative research with payers and clinical KOLs can help you understand the critical issues from their perspective. These insights can inform product strategy, positioning, and effective value messaging.

We'll test your value messages with payers so you can understand which clinical and economic messages will resonate in different markets and with different types of decision makers. This exercise will also help you refine messages and identify potential evidence gaps.

Research Methods:



When you're ready to introduce your product, we can help you navigate the complex components of US coding, formulary coverage, and reimbursement mechanisms.

Pricing and contracting strategy is a critical component for any product or device and needs to be incorporated into your overall market access plan. By utilizing our industry and professional experience, we can assist with pricing and contracting strategies that will resonate with payer expectations of value.

Contact Us:
info@rtihs.org
www.rtihs.org

Key Technical Staff

Anne Heyes, MBA
Head, Market Access and Outcomes Strategy, Europe
ahey@rti.org

Susan Hogue, PharmD, MPH
Head, Value Insight and Access Strategy
shogue@rti.org

Pricing Strategy

We will help you develop a pricing strategy that will position your product or device at the optimal price. We incorporate current and anticipated environmental issues as well as other marketplace challenges and opportunities to allow you to make informed decisions regarding the pricing of your product or device.

We offer the following services:

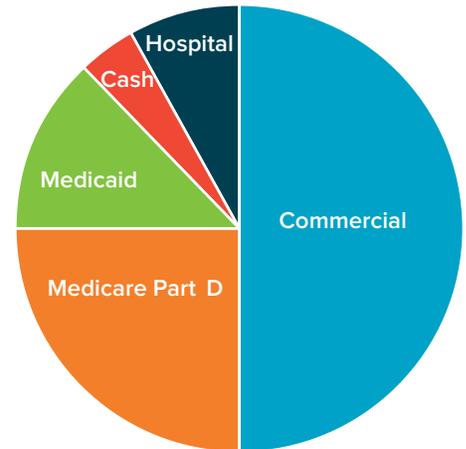
- Qualitative pricing research
- Price value mapping (to understand the perceived value of your product from the customers' perspective)
- Value based strategic pricing models

We will assist you in determining the differential value of your product, which you can effectively communicate to the appropriate decision makers.

Differential Value Determination:



We also conduct market intelligence to determine where your product fits into the overall mix within your therapeutic class.



Contracting Strategies and Tactics (US Only)

We can identify the key payers to target for contracting purposes to help ensure that your product is reimbursed by them. Coverage by those payers will make a significant impact to your overall sales forecast.

We can segment the payers, based on size and formulary control methods, which will assist with discount guidelines for contracts. We have industry experience in unique contracting options that you can consider with payers.

Contract Performance (US Only)

Measuring the success of the contract is important to ensure that the contracts are pulled through and your investment pays off. Based on our industry experience, we can assist you with methods to accurately review and measure the success of a contract. In certain cases, it doesn't make business sense to contract, which is something we can evaluate for you.