

Navigate the pricing and reimbursement bodies that ultimately determine the accessibility of your product.

## A Research-driven Solution

With so many public, private, and non-traditional payers and their ever-changing priorities, how do you keep up? But, given their role in your success, navigating this shifting landscape is critical.

Our current understanding of payer perspectives and our focused research will provide you with the information you need to help you demonstrate your products' value to patients, physicians, caregivers, payers, and policy makers.

## Expert Guidance Each Step of the Way

We can help you navigate the pricing and reimbursement bodies that ultimately determine the accessibility of your product. By engaging with national, regional, and local payers, payer decision makers and HTA agencies (e.g., private insurers, CMS, CADTH, NICE, IQWiG, HAS) about your new product, we can help you understand the clinical and economic evidence they will expect to see for your product to gain reimbursement.

Let us help you answer critical questions about:

- Payer perspectives and value proposition
- Price value mapping
- Critical pathway and landscape assessments
- Reimbursement issues to address in your value arguments
- Treatment attributes that influence pricing, reimbursement, and access decisions
- Evidence gaps and strategic approaches to fill them

## Payer Advisory Panel

We have a global network of over 200 payer decision makers in over 30 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.



Contact Us:  
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## Key Technical Sta

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## Interactive Communication Toolkits

Your field-based staff and local affiliates need to clearly communicate to payers, prescribers, and patient advocates the unique value provided by your products. Toolkit projects include customizable slide decks typically with the following sections:

Executive summary
Disease burden and unmet need summary
Policy and environmental issues
Product value summary
Top-line objection handling
Product information in accordance with Section 114 of the 1997 Food and Drug Administration Modernization Act (US only)
Summaries of relevant studies

“Over the years, I have become selective about whether and how I participate in research projects conducted on behalf of manufacturers. RTI-HS is the only firm that consistently engages me on the issues that actually matter in P&T committee decision making. I have a great relationship with the RTI-HS researchers—they are senior-level and experienced, and their approach is thorough and thoughtful. My time is valuable, and while RTI-HS consults with me for my expert opinion, I often find our interactions intellectually engaging and educational.”

Executive Vice President, Pharmacy  
National PBM (35M+ Members)  
RTI-HS Advisor Since 2010

## Pricing Strategy

We will help you develop a pricing strategy that will position your product or device at the optimal price for reimbursement and product uptake. 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.

## Field Testing Health Economics Models with Payers and Payer Advisors

Cost-effectiveness and budget-impact modeling play an integral part of payer decision-making. We can take your model to payers and payer advisors around the globe to insure that input parameters, patient populations and results from your modeling efforts are consistent with payer and payer advisor expectations prior to formal evaluations.