



STRENGTH. STRATEGY. SOLUTIONS.



2019

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Valid Insight is an award-winning pharmaceutical global market access consultancy.

With a team that includes some of the world's leading market access and pricing experts, clients across the globe turn to us for innovative pricing, market access and value communication strategies through the full product development cycle.

Proud winners of the Queen's Award for Enterprise: International Trade, we aim to offer world-class solutions that continue to drive growth for our global clients.



THE QUEEN'S AWARDS
FOR ENTERPRISE:
INTERNATIONAL TRADE
2019

“Valid Insight have a highly experienced team and are a strong partner in any price and market access related topic, helping us with high-quality and pragmatic recommendations.”

Senior Director, Market Access and Pricing

THE OBSTACLES AHEAD

In an ever-evolving, highly competitive commercial environment, achieving market access success is becoming ever more challenging for the pharma industry. Global economic crisis, escalating costs and declining healthcare budgets mean that payers, both national and local, have a substantial and growing influence on a product's commercial success.

“Valid Insight have strong expertise, knowledge and experience in market access and always keep the payer perspective in mind.”

Director, Global Market Access

Market access is not only about planning for launch, it is about having an optimal value strategy that addresses the needs of key stakeholders to grow and sustain commercial success, which begins early. Our team are experts in understanding the global payer environment and can help you overcome the evolving market access challenges at any stage in the product lifecycle.

EARLY DEVELOPMENT	PHASE II	PHASE III	FILING AND LAUNCH	POST LAUNCH
IDENTIFY BUSINESS OPPORTUNITIES	SUPPORTING THE GO/NO-GO DECISION	PREPARE FOR MARKET ACCESS SUCCESS	FINE-TUNING THE MARKET ACCESS STRATEGY	DEFEND AND REFINE VALUE, IMPROVE UPTAKE
<ul style="list-style-type: none">• Market access environment assessment• Disease area strategy analysis	<ul style="list-style-type: none">• Initial forecasting and market access planning• Competitive assessment and tracking• Phase III evidence requirements• Value proposition development• Market access publication strategy	<ul style="list-style-type: none">• Value proposition evaluation• Global value dossier and economic model development• Licensing evaluations	<ul style="list-style-type: none">• Finalise global value dossier and models• Objection handlers• Price refinement and patient access schemes• Key account management tactics• Patient advocacy and public affairs strategy	<ul style="list-style-type: none">• HTA dossiers and business cases• Tendering and contracting• Competitor tracking for new entrants• Real-world evidence• Lifecycle management• Reducing price erosion and delaying generic entry



YOUR GUIDING LIGHT

At Valid Insight we understand the complexity of the market access environment and the challenges faced by manufacturers, payers, prescribers and patients. And we're here to be your guiding light throughout your journey.

Clients trust us to explore some of their toughest challenges, and we honour their trust by providing solutions from world-class experts in pricing, market access, reimbursement and value communication strategy.

We help you stay ahead throughout the product lifecycle, supporting commercial success and ultimately helping patients to access better medicines and health technologies.

“Valid Insight are different because they are pragmatic, realistic and genuinely think about each project before proposing their approach. They don't just churn out the standard deliverables that you see from agencies.”

EMEA Head, Market Access

SUPPORTING YOU ON YOUR JOURNEY

Value Insight and Strategy

By assessing the potential value of your product and how it could address unmet need, we can help you to understand how key stakeholders are likely to perceive your product, find the best approaches to optimise the value proposition, anticipate the likely pricing, reimbursement and market access outcomes, plus mitigate any risks.

- Market access environment assessments
- Disease area strategy analysis
- Initial forecasting and market access planning
- Pricing and access simulator*
- Dynamic marketplace strategy
- Patient flow models
- Competitive assessment and tracking
- Phase III evidence requirements
- Value proposition testing
- Licensing evaluations
- Price refinement and validation
- Market access and price strategy
- Negotiation strategy
- Patient access schemes
- Tendering excellence
- Policy and publication support

Our expert-delivered strategies provide pragmatic, realistic and implementable recommendations.

*Proprietary digital tool to provide targeted input to go/no-go decisions and early market access plans

“Great team, experienced professionals with excellent domain knowledge on tendering.”

Head of Emerging Markets, Novartis

Market Access Environmental Assessments

We work with clients from as early as the pre-clinical stage to inform key business decisions relating to pricing, access and evidence.

Our market access environmental assessments comprehensively review the current and potential future treatment and pricing, reimbursement and market access environment in a target therapy area, identifying challenges and opportunities for new entrants in terms of pricing and access and the competitive environment. These assessments can also include an analysis using our proprietary pricing and access simulator tool.

Access to Insights from Global Decision Makers

We maintain a proprietary GDPR-compliant payer database including over 1,500 current and former payers, payer/HTA advisors and clinical KOLs and technical experts, across all major markets including US, EU, BRIC, Asia-Pacific and key emerging markets.

These experts are instrumental in supporting our market access work through primary research engagements, dyads, F2F and virtual advisory boards, Delphi panels and clinical expert panels. We also work closely with many former payers, who frequently attend to represent 'mock payers' at our negotiation and value challenge workshops—providing realistic 'sparring partners' for our clients with minimal issues for compliance.

All primary research is moderated in-house by our experts. We also offer virtual advisory boards.

Pricing And Access Simulator

Valid Insight's digital pricing and market access simulator tool can evaluate your product's pricing and funding potential rapidly and effectively, and determine the focus of product development to bring optimal value at launch.

The pricing and market access simulator app offers you a unique opportunity to take early investment decisions more robustly than ever:

- Prioritise indications based on relative value across disease areas
- Plan product development strategies that will lead to optimal pricing
- Align evidence generation and product development strategies between medical, market access, HEOR, commercial and product development teams
- Optimise product positioning to create a differentiated value proposition



"I worked with Valid Insight for pricing and access research in Australia. I had experience working with other agencies, including those with offices in Asia Pacific, but the research outcome by Valid Insight was much better, based on deeper analysis/understanding of the Australian market than that of other agencies we had used. Amazing!"

Senior Director, Market Access

Dynamic decision support tools

Pharma face high financial stakes in decision making. Markets are increasingly complex, competitive systems with multiple stakeholders: such real-life dynamics need to be considered for robust decision making.

Few companies use decision-support tools, and those that do often use off-the-shelf ones. These generic tools can be inflexible and may have difficult-to-interpret results. They can also only provide a static snapshot of what is actually a dynamic and fast-moving marketplace that involves many stakeholders, decision drivers and possible scenarios.

Our solution is in developing decision-making tools that:

- Are always developed by industry experts who understand your needs
- Are always tailored to your specific challenges
- Allow breadth of simulation to closely represent real-world marketplace dynamics and differing futures
- Provide clear, easy-to-interpret visualisation with charts and diagrams

Our experts have vast experience in the application of systems thinking and in developing dynamic decision support tools for pharma.

Dynamic marketplace strategy models

Tools to assess complex pricing and market share dynamics in markets with few major competitors to help make more robust decisions in a competitive environment.

- Range of possible outcomes (worst to best) given upcoming market change (e.g. new competitor launch)
- Best pricing reactions considering competitor behaviour

Patient flow models

Robust tools for chronic diseases. These build on basic epidemiology but emulate real-life factors such as the progression of patients through lines of therapies considering existing treatments and real-life decision drivers.

- Simulating market size considering real-life patient segments and treatment dynamics
- Positioning in optimal lines of therapy given other drugs in the client portfolio
- Decision making drivers and dynamic impact of switching products between lines of therapy



Valid Insight has access to **pricing data** on nearly **400,000 medicines** over 38 markets, plus **marketing authorisation** insights for over **1 million medicines**

Evidence Development

Building valid evidence is the backbone of an optimal market access strategy. We use a variety of approaches to help our clients develop an effective clinical and economic base, all with the common foundation of supporting a compelling value proposition.

- Value proposition development
- Systematic literature reviews
- Patient-reported outcomes and health status instrument development
- Database and electronic medical record studies

Value Proposition Development

We develop and test robust, evidence-based value propositions and messages, using proprietary methods based on payer requirements and an in-depth understanding of the therapy area and unmet needs.

We critically consider the unmet need and the level of differentiation needed by the current and emerging landscape and assess your product against these requirements to determine the evidence available to support value messaging. We use the information on how the messages influence the perceived value of your product and we frequently use payer input via novel techniques such as a value challenge meeting to help optimise the value story.

“Valid Insight have a unique way of developing value propositions that is refreshing and really relevant to global stakeholders.”

Vice President Market Access, US

Marketplace Tools

Effective value communication is about having the right message for the right market access stakeholder, communicated in the right way. You will need market access communication tools that resonate with different payer archetypes, communicating the value proposition in the most compelling way.

- Global value dossiers
- Health economic models
- HTA dossiers
- Business cases
- Objection handlers
- Payer value slide decks
- Publications
- Interactive e-dossiers and e-models

We also offer a one-stop expert review service for companies wishing to have HTA dossiers, economic models, business cases and other marketplace tools independently reviewed prior to submission.

“Thanks for all your help this year, particularly the last-minute fix of our HTA dossier, which helped us achieve market access and reimbursement.”

Director, Market Access

Global Value Dossiers

Valid Insight global value dossiers (GVDs) are not a dull, difficult to use, repository of everything—they are concise and focused around clearly communicating the product’s value messages with the aim of achieving optimal market access and price. Our GVDs are easily navigable by affiliate teams to support internal and external communications, and are supported by high-quality graphics.

Our GVDs are written by market access writers who understand the payer environment and all are done according to high-quality standards.

Building and Supporting Centres of Excellence

We provide internal workshops and one-to-one training covering all aspects of market access from early development through to loss of exclusivity and beyond. All our programs are tailored to your specific needs and are delivered by our experts.

- Payer negotiation training
- Value challenge workshops
- Innovative pricing and contracting
- Tendering excellence
- Public affairs and policy
- Market access strategy roll-out workshops

Our team have done over 200 training workshops covering all aspects of global market access and pricing. We frequently involve former payers as sparring partners in workshops.

TRAVELLESS™

Valid Insight's virtual advisory boards make it easier, faster and more convenient than ever to arrange advisory board meetings and gain the clinical or payer insight you need.

With TRAVELLESS, we can create and deliver a cost- and time-effective virtual meeting, eliminating all the usual challenges associated with face-to-face advisory board meetings.

Valid Insight can source the payers and experts from our comprehensive database, design and build the content for the meeting, and provide expert moderators. The difference being that you, your team and your selected experts can attend from virtually anywhere in the world and still capture the insight that you need to develop your product strategy, without ever leaving your desks.

"Highly-customised workshops, experienced moderators with ready access to payers. Valid Insight are our go-to company when we really need to have a strategic approach."

Senior Director, Market Access

YourMarketAccessTeam™

Valid Insight's YourMarketAccessTeam™ can deliver the right market access strategy for your assets and help prepare you for commercial success.

We provide a comprehensive, tailored, expert-led and tiered service package that can be personalised to meet your business needs.

We provide the expert and highly experienced specialist resources you need to help you develop a clear, fully costed, launch and market access strategy, designed with optimal pricing and reimbursement in mind.



Depending on your needs, YourMarketAccessTeam™ can also deliver the vital steps needed to achieve optimal market access, e.g. we can build the value story, global value dossier, health economic models, and our team can also provide hands-on support of HTA submissions and payer negotiations in key markets.

With YourMarketAccessTeam™, you can plan ahead, while relying on our expertise to overcome challenges such as launching products in unfamiliar therapy areas or geographies.

WHAT YOU CAN ACHIEVE

The aim of successful market access is to get the appropriate treatment to the right patient and improve patient outcomes. Creating and implementing a solid market access and pricing strategy and maintaining it after launch improves chances of success and optimal return.

Valid Insight works in partnership with you to help you to understand, optimise, build and sustain the value of your product. We start by getting to know your needs, we then create bespoke, pragmatic solutions that help you reach your goals.

- Growing product and portfolio value
- Speeding market access and expanding the market
- Increasing uptake and revenue
- Build long-term relationships with payers, healthcare professionals and patients
- Improve patient and societal outcomes

“Keep your high-level boutique approach. We look forward to continuing the great support and good relationship with us!”

Head of Market Access and Pricing



TAKING THE BEST ROUTE

We provide pioneering perspectives and expert-driven solutions that will guide and support you towards market access success. Our work is underpinned by us having world-leading experts who work on our projects, providing high-level technical competence, specialist expertise and lots of enthusiasm. Ultimately, we're driven by a passion to excel in helping you meet your goals to achieve optimised patient access to better medicines and health technologies.

“We found the project to be a real success, well organised and with considered outputs. Your team ensured that the client needs were well understood from an early stage and had great depth of insight in the marketplace. It was clear a lot of work had gone into the product analogue analysis which was detailed and accurate and the strategic insights very valuable which has served to shape our strategy.”

Associate Director, HEOR

Valid Insight's highly qualified in-house team of consultants and world-class experts channel their passion for market access into helping you achieve your goals. Our work is supported by our international network of payers, payer advisors, clinicians and other stakeholders. This allows us to obtain qualitative and quantitative insights in major and emerging markets.

Our bespoke services are tailored to your needs, based on our knowledge of your products, your business, your goals and your challenges.

We know that your standards are high; so are ours. So rest assured that we share your passion for integrity and excellence, and work with standard operating procedures and quality control processes that result in high quality, well-written and clear deliverables.

Ready to start your journey?

We are here to help wherever we can. To discover more about how we can help you achieve your goals, call us on **+44(0)203 750 9833** or drop an email to the Valid Insight team at **discover@validinsight.com**.

"Your help in the preparations for the meeting with the HTA body was very much appreciated by all of us. We managed to achieve a positive result further to you putting us through our paces at the negotiation workshop you specifically developed for us. Looking forward to working with you again in the future."

Senior Director, Market Access



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