Envision™ | Forecasting market access viability

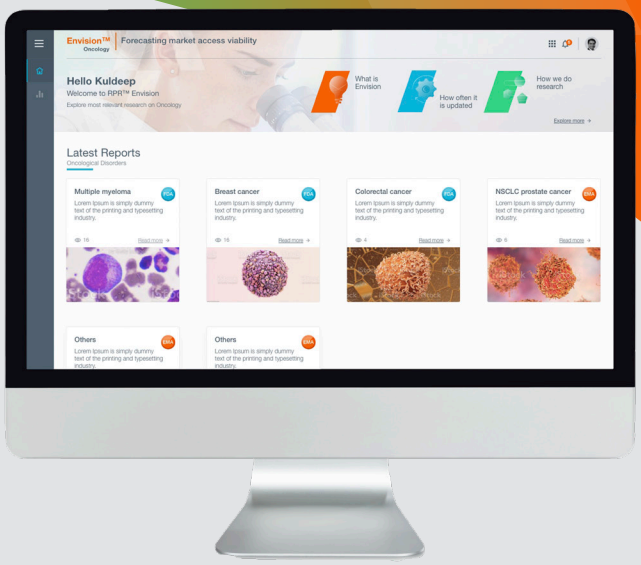
MAT
MARKET ACCESS TRANSFORMATION

Envision™

The Challenge

Pharmaceutical manufacturers spend considerable resources to demonstrate the value of their products in the eyes of payers. One of the best ways to determine this value is by learning from previous reimbursement decisions – looking at similar products, scenarios, and analogs to uncover challenges as well as strategies for success. But this is often difficult because decisions come six months to a year after regulatory approval, findings are often brief and opaque, and the rationale is not published.

What if a manufacturer could access this information before the reimbursement decisions are made and use these findings to improve the access and pricing outcomes for their products?



Introducing Envision™

The only syndicated research platform that provides forward thinking evaluations of the market access viability for a product after it has received positive EMA or FDA guidance.

Envision leverages the Rapid Payer Response™ (RPR) stakeholder network and research platform to assess the market access potential of products which have recently received regulatory approval prior to any reimbursement decisions having been made. This makes it possible for manufacturers to understand the most up to date decision making criteria and pivot their strategy before it is too late to make a difference. Envision currently has an Oncology focus, with additional treatment areas soon to follow.

Envision Enables You To:

1

Have a new and timely lens into current developments in the pricing and access landscape for Oncology products around the world before reimbursement decisions have even been made

2

Use these first-hand payer insights to predict challenges and opportunities for your own products

3

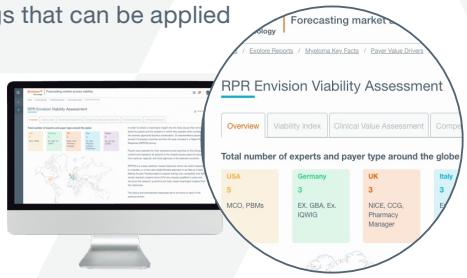
Create successful and proactive market access strategies for your products resulting in tremendous time and cost savings

Envision Platform Features:

1 SELECTION FOR BROAD APPEAL

Our team of Market Access consultants monitors the FDA & EMA websites and selects the most relevant oncology products based on the following criteria:

- The degree of innovation
- The broad applicability of the viability assessment
- The analog learnings that can be applied



2 TIMING FOR COMPETITIVE ADVANTAGE

Envision seeks to generate insights at a pivotal time, just after regulatory approval but in advance of any actual pricing and access decisions being made or published. The alternative is to wait for analog analysis which is retrospective and often lacks transparency.

3 ACCESSIBLE FORMATS

Envision presents this complex analysis in a way that clearly articulates the findings, making it highly usable and accessible. Our market access consulting team interprets and structures the data into interactive, online assessments.

ENVISION ASSESSMENTS INCLUDE:

These assessments provide rich, proprietary, interactive data and insights that include a deep dive into:

- **Disease Landscape:** Provides an understanding within the context of the payers' perception of unmet need
- **Payer value drivers:** Challenges in the applicability of new products' clinical data packages, affordability issues, and the need to optimize patient access
- **Competitive Landscape:** Description and assessment of the competitive reimbursement environment and how it will be impacted by the new product approval
- **Access Challenges:** Specific formulary or reimbursement issues which could restrict or impact product positioning or listing
- **Potential pricing ranges:** Payer derived assessments of whether inferior, parity, or superior pricing ranges are likely in relation to existing comparators
- **Market Access Viability Index (MAVI):** MAT Envision proprietary, composite measure of a products' overall 'real world' likely market access positioning

Who Benefits?

Anyone with an inline or pipeline product in Oncology can benefit from Envision. Whilst no Oncology product faces the same challenges as another, there are many similar situations and analogs that occur across the treatment area. Our objective is to uncover these earnings at a timely point.

There are many types of analogs that we assess to help clients contextualize to their own products, including but not limited to the following:

- A product has been approved based on a single arm trial, or where high-cost add-on combination therapies are a key driver
- Highly innovative products like gene and cell therapies may have applicability across Oncology applications
- RWE has been a key driver in regulatory approval but often creates uncertainty over reimbursement decisions
- A novel mechanism of action has been pivotal in regulatory approval but may be less meaningful to payers
- Market access challenges relating to situations such as rare/orphan disease products, biosimilar entry, and companion diagnostics

How To Buy

Yearly, seat-based subscriptions are available to Envision's online dashboard. Three assessments will be published on a quarterly basis. Please contact us for more information at **info@marketaccesstransformation**

SUBSCRIPTIONS ARE AVAILABLE FOR 12 MONTHS BY SEATS AT THE FOLLOWING LEVELS:

SILVER	GOLD	PLATINUM
one-seat	4 seats	10 seats