KnowledgeEdge™

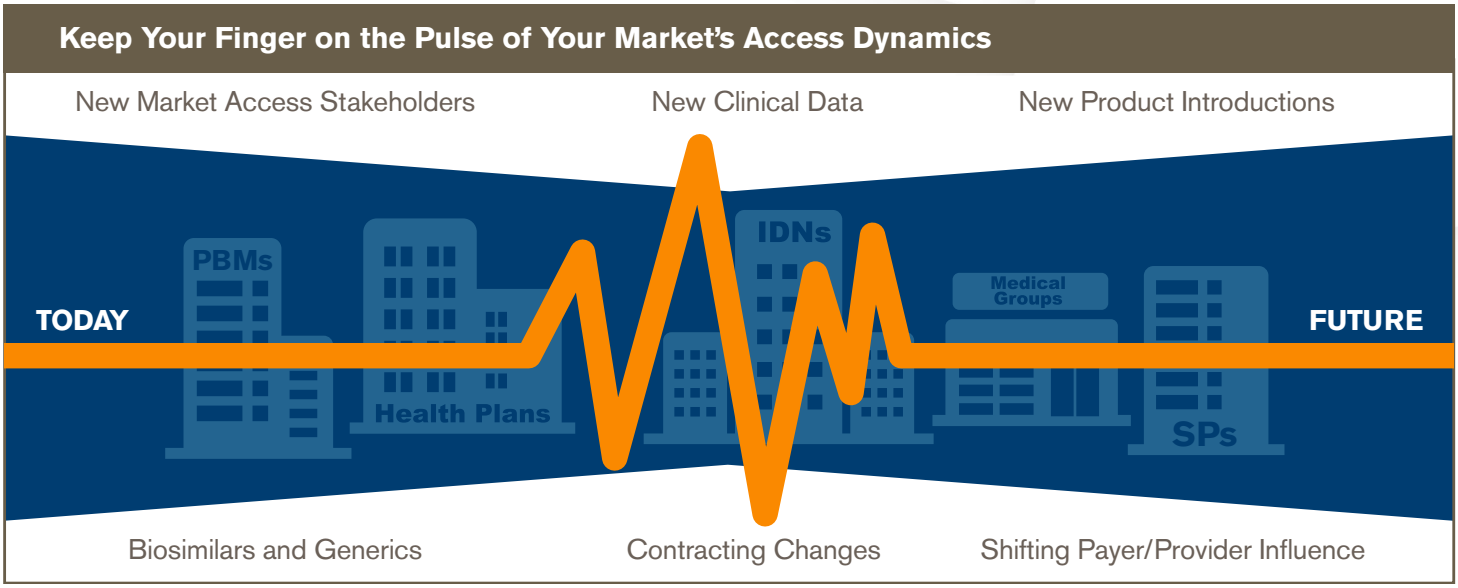
Brand Access Marketplace Dynamics

Oncology Market

Brand Access Marketplace Dynamics assesses the current and future access environment for your therapeutic market.

Brand Access Marketplace Dynamics answers your questions so you can identify opportunities and risks for your brand.

- How do market access stakeholders influence access in your therapeutic market?
- How will market access stakeholder management and contracting for the brands in this therapeutic market evolve over the next two years?
- How are market access stakeholders responding to key market events in this therapeutic market?



You can use Brand Access Marketplace Dynamics to:

Keep your finger on the pulse of market evolution

Understand the shift in influence on access between payers and organized providers

Understand current and future payer management of this therapeutic market

Identify opportunities and risks for brand access

HealthStrategiesGroup®

Research Agenda 2018

KnowledgeEdge™

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April 2018 **Oncology: Market Access Stakeholder Drug Management Landscape**	▪ Key organized stakeholders that impact access to products in your therapeutic market ▪ Stakeholder tactics that impact access to your products ▪ Stakeholders' capabilities in managing physician and patient access ▪ Brand-specific management tactics that impact access by key stakeholders
April 2018 **August 2018** **November 2018** **Oncology: Market Access Stakeholder Drug Management Pulse**	▪ Customer reaction to market events that will shape management in your therapeutic market ▪ Pulses will cover customer reaction to up to five market events each quarter ▪ Sample market events covered in 2017 include: – Phase III data for biosimilars of Herceptin (breast cancer) – FDA approval of two CDK 4/6 inhibitors: abemaciclib, ribociclib (breast cancer) – FDA approval of talazoparib, an oral therapy for use in gBRCA-mutated advanced breast cancer – FDA approval of first-line Imbruvica in CLL, venetoclax for relapsed, refractory CLL patients with exon 17p deletion, expanded indication for Revlimid to treat CLL – Multisource availability for imatinib – Multisource availability for imatinib (CML)
July 2018 **Oncology: Market Access Stakeholder Drug Management Outlook 2020**	▪ Evolving stakeholder capabilities over next two years – E.g., SP mandates, benefit design, reimbursement models, site-of-care management, preferred agent selection, clinical pathways ▪ Brand-level scenarios of predicted stakeholder management ▪ Evolving pricing and contracting environment ▪ Assessment of future/near-term access risks by brand

Clients receive:

- **On-call access to our subject matter experts for your inquiries**
- **Access to our website, customized for your organization**
- **Client-exclusive webinar**
- **Unlocked PowerPoint slides**
- **Onsite and virtual presentations with research leaders**
- **Access to source data**
- **Opportunity for input into research topics covered within the service**

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