

Market Access Brand Value Proposition

COPD

Market Access Brand Value Proposition pinpoints the current and future drivers of brand value in your therapeutic market.

Market Access Brand Value Proposition answers your questions so you can optimize your brand's value proposition with market access stakeholders.

- How do market access stakeholders perceive competitive brands on key attributes such as efficacy, safety, and net pricing?
- What types of programs and resources do market access stakeholders value in your therapeutic market?
- How will the elements of an effective market access value proposition in this therapeutic market change in the next two years?
- How can you optimize your value proposition with market access stakeholders?



You can use Market Access Brand Value Proposition to:

Create or refine your brand's value proposition for market access stakeholders

Develop or adjust access strategies for your brand

Build support programs that optimize your market access value proposition

Gain alignment with your internal stakeholders on market access strategies for your brand

May 2018
**COPD Program, Resource,
and Contract Opportunity
Assessment & Outlook 2020**

- Programs that affect stakeholder perceptions of brand value
- Relationship between use of programs and preferred brand status
- Discounting among brands for commercial and Part D plans
- Impact of contract offers on organized physician groups and/or payers
- Stakeholders' perceptions of future needs in programs and contracts

July 2018
**COPD Brand Attribute
Opportunity Assessment
& Outlook 2020**

- Brand attributes that influence access decisions
- Stakeholder perceptions of brand performance on key attributes
- Recent clinical trial data and the impact on stakeholder perceptions of brand value
- New attributes emerging in clinical trials and potential near-term impact on access decisions
- Assessment of perceived value of currently marketed and new entrants over the next 24 months

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