

## Market Access Brand Value Proposition

### Asthma Market

**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 your 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

<p><b>April 2017</b> Asthma Program, Resource, and Contract Opportunity Assessment &amp; Outlook 2019</p>	<ul style="list-style-type: none"> <li>▪ Programs that affect stakeholder perceptions of brand value</li> <li>▪ Relationship between use of programs and preferred brand status</li> <li>▪ Discounting among brands for commercial and Part D plans</li> <li>▪ Impact of contract offers on organized physician groups and/or payers</li> <li>▪ Stakeholders' perceptions of future needs in programs and contracts</li> </ul>
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<p><b>August 2017</b> Asthma Brand Attribute Opportunity Assessment &amp; Outlook 2019</p>	<ul style="list-style-type: none"> <li>▪ Brand attributes that influence access decisions</li> <li>▪ Stakeholder perceptions of brand performance on key attributes</li> <li>▪ Recent clinical trial data and the impact on stakeholder perceptions of brand value</li> <li>▪ New attributes emerging in clinical trials and potential near-term impact on access decisions</li> <li>▪ Assessment of perceived value of currently marketed and new entrants over the next 24 months</li> </ul>
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**Clients receive:**

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

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