

# Market Access Brand Value Proposition

## *Hematologic Cancers 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

# Research Agenda 2017

DecisionEdge™

## Market Access Brand Value Proposition

*Hematologic Cancers Market*

### April 2017

**Hematologic Cancer Program, Resource, and Contract Opportunity Assessment & Outlook 2019**

- 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

### August 2017

**Hematologic Cancer Brand Attribute Opportunity Assessment & Outlook 2019**

- 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

## Clients receive:



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Access to our website, customized for your organization



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Unlocked PowerPoint slides



On-site and virtual presentations with research leaders



Access to source data



Opportunity for input into research topics covered within the service



Specific recommendations for your organization

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