

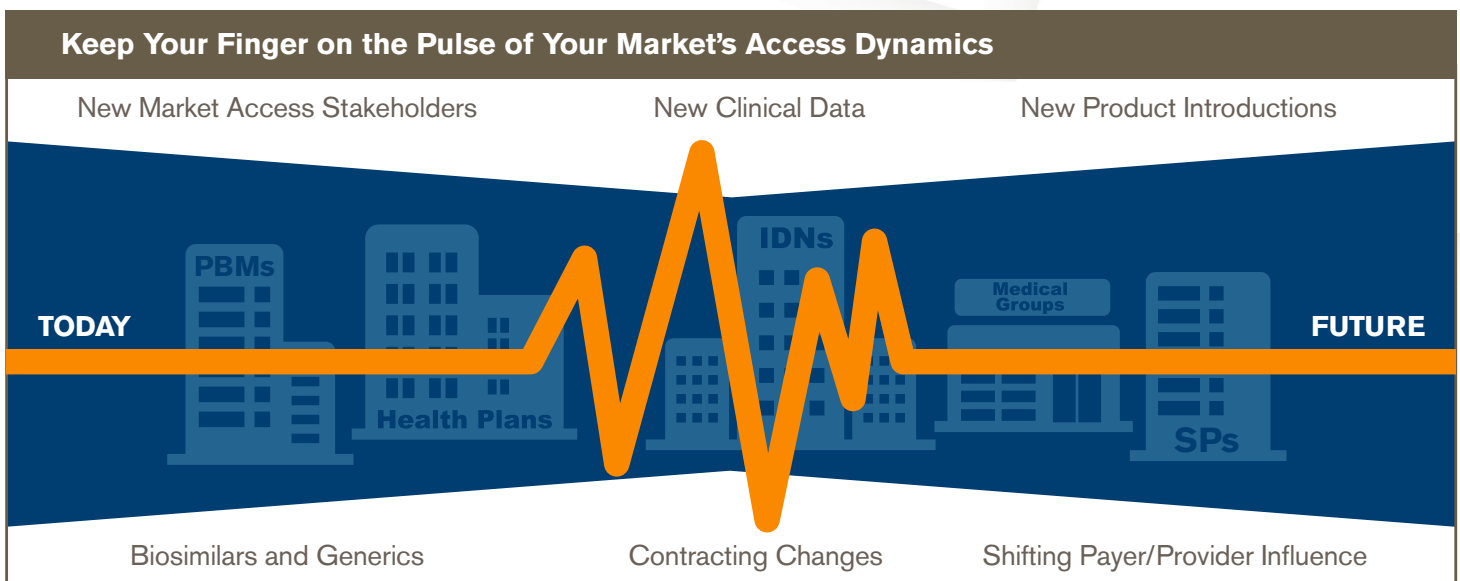
Brand Access Marketplace Dynamics

Diabetes 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

<p>March 2018 Diabetes Market Access Stakeholder Drug Management Landscape</p>	<ul style="list-style-type: none"> ▪ 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
<p>May 2018 July 2018 October 2018 Diabetes Market Access Stakeholder Drug Management Pulse</p>	<ul style="list-style-type: none"> ▪ 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: <ul style="list-style-type: none"> – FDA approvals and marketing launches of: <ul style="list-style-type: none"> – Two GLP-1 analogs (lixisenatide, semaglutide) and one SGLT2 inhibitor (ertugliflozin) – Two GLP-1 analog/insulin combinations, Xultophy and LixiLan – Willingness to drive to single preferred DPP-4 inhibitor, GLP-1 analog, SGLT2 inhibitor – Release of head-to-head clinical trial data
<p>July 2018 Diabetes Market Access Stakeholder Drug Management Outlook 2020</p>	<ul style="list-style-type: none"> ▪ Evolving stakeholder capabilities over next two years <ul style="list-style-type: none"> – 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

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