

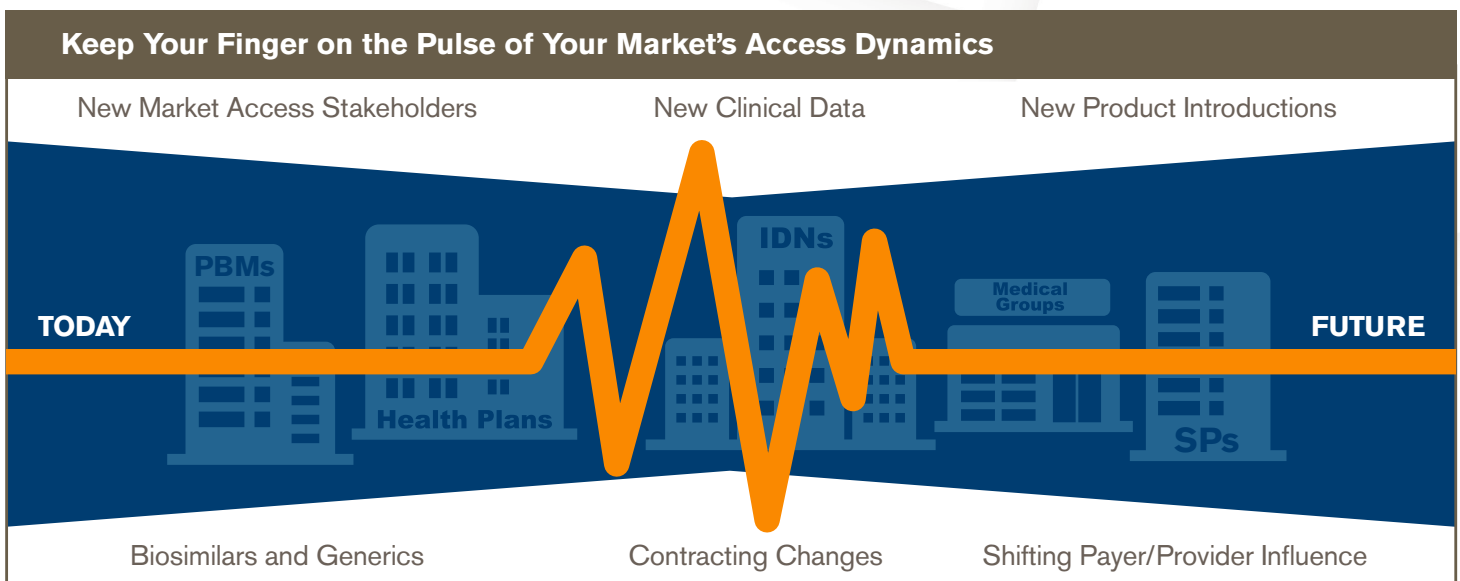
# Brand Access Marketplace Dynamics

## HIV 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

# Research Agenda 2018

KnowledgeEdge™

## Brand Access Marketplace Dynamics

HIV Market

<p><b>April 2018</b> HIV: Market Access Stakeholder Drug Management Landscape</p>	<ul style="list-style-type: none"> <li>▪ Key organized stakeholders that impact access to products in your therapeutic market</li> <li>▪ Stakeholder tactics that impact access to your products</li> <li>▪ Stakeholders' capabilities in managing physician and patient access</li> <li>▪ Brand-specific management tactics that impact access by key stakeholders</li> </ul>
<p><b>May 2018</b> <b>July 2018</b> <b>October 2018</b> HIV: Market Access Stakeholder Drug Management Pulse</p>	<ul style="list-style-type: none"> <li>▪ Customer reaction to market events that will shape management in your therapeutic market</li> <li>▪ Pulses will cover customer reaction to up to five market events each quarter</li> <li>▪ Sample market events covered in 2017 include:             <ul style="list-style-type: none"> <li>– Upcoming generic availability of multiple brands, including components of STRs</li> </ul> </li> </ul>
<p><b>July 2018</b> HIV: Market Access Stakeholder Drug Management Outlook 2020</p>	<ul style="list-style-type: none"> <li>▪ Evolving stakeholder capabilities over next two years             <ul style="list-style-type: none"> <li>– E.g., SP mandates, benefit design, reimbursement models, site-of-care management, preferred agent selection, clinical pathways</li> </ul> </li> <li>▪ Brand-level scenarios of predicted stakeholder management</li> <li>▪ Evolving pricing and contracting environment</li> <li>▪ Assessment of future/near-term access risks by brand</li> </ul>

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