

# Developing digital value communication tools

To meet the needs of internal stakeholders and healthcare customers

## Successful value communication tools:

Align with market access strategy and commercial objectives



To meet the needs of the owner  
(e.g. market access, brand and commercial leaders)

Are easy to present, with concise messaging and efficient communication



To meet the needs of the end-user  
(e.g. Key Account Managers)

Are evidence-based, clear and present locally relevant data



To resonate with the audience  
(e.g. payers and other healthcare decision makers)

## How do Mtech Access develop best-in-class value communication tools?

### Our tools are driven by an impactful value story

Clear, concise messaging that resonates with healthcare decision makers and effectively communicates product value even in time-limited conversations

### We use engaging and vibrant design

Clean layouts, layered information and engaging graphics that reflect your brand identity



### Our BIMs are robust and easy to use

Evidence-based, interactive, jargon-free models that are easy for field teams and healthcare professionals to navigate and incorporate real-world data where available

### We create interactive, flexible apps, web tools and presentations

Digital tools with dynamic summary reports and saving functionality, which can be delivered via the iPad, Windows and web, and can also be integrated with CRMs e.g. Veeva

### Validated by our extensive network of payers and KOLs

Our tools are underpinned by insights and validation from our broad network of payers, clinicians and other healthcare stakeholders. In the UK, this includes over 90 contracted associates working in the NHS, who work with us directly on projects



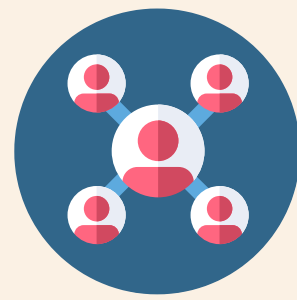


## KAM training and roll out

We provide detailed briefing guides and training sessions for end-users, covering:



Navigating the tool to present the story, data, key information and references



Exercises and role play scenarios to practice using the tool with different audiences



Objection handling and best-practice workshops



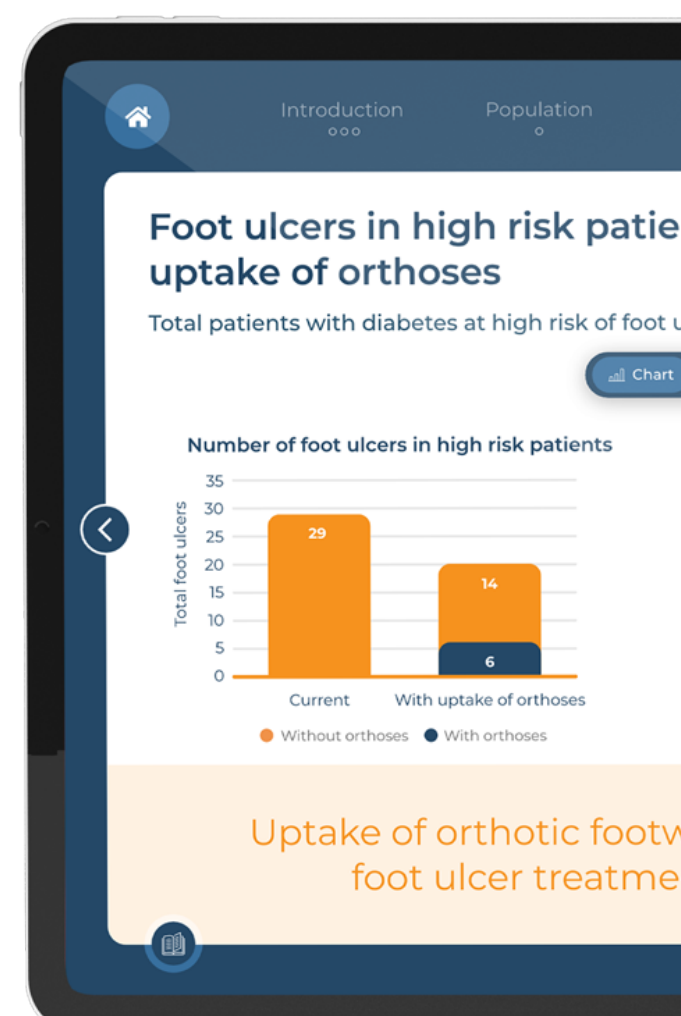
“Just wanted to say we are SUPER impressed with the first impression of the conversation aid! ... This is honestly better than anything we’ve produced for the account managers before, so massive thanks guys!”

– Senior Brand Manager, Top 20 Pharma Company



“The project absolutely met its aims and is gaining traction in the field where I already have reports that it has helped with interactions and positively increased sales.”

- Value & Access Manager, Top 20 Pharma Company



Contact us today to discuss your next tool with our experts:



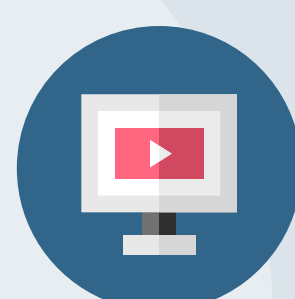
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