

Global Market Access

Your partner for Market Access strategy, Pricing and Value Communication

In a highly dynamic and evolving global healthcare environment, demonstrating the value of your product is key to ensuring patient access. Commercial success requires:

- A deep **understanding** of the global market access landscape that the intervention will be launched into
- A clear reimbursement and pricing **strategy** that works in the real world, with relevant payers and decision-makers
- A strong global value narrative that provides regional and national market access teams with consistent, impactful evidence-based messaging that they can adapt to meet their local **communication** needs

Understand

We use both primary and desk-based research methodologies to build a complete picture of the opportunities and challenges for products in key launch markets.

- Landscape analysis
- Competitor and/or analogue analysis
- Opportunity assessment
- Stakeholder mapping
- Patient journey analysis
- HTA and reimbursement decision trend analysis
- Price benchmarking and analysis

Strategise

Using real-world payer insights as the basis for our approach, we help our clients develop and implement strategies that ensure life-changing treatments reach patients across the world.

- Market access and pricing
- HTA and reimbursement
- Value communication
- Clinical development
- Commercial analysis and strategy

Communicate

We work with global and affiliate teams to create, test and validate value stories that resonate with payers. Leading Pharmaceutical and Medtech clients trust us to research, write, test and deliver:

- Value propositions
- Global Value Dossiers
- Reimbursement support dossiers
- Objection handlers

Our interactive Digital Value Platform facilitates efficient content updates and ensures your affiliates always have the latest evidence to hand.

Demonstrating Value, Optimising Access

At Mtech Access we work in partnerships with our clients to deliver high-quality work that is tailored to their commercial strategy, whilst meeting the needs of healthcare stakeholders. Our team are passionate about what they do and love to work with clients to find the best solutions to their challenges.

We carefully construct our project teams to provide the right balance of technical expertise, strategic consultancy and senior oversight and pride ourselves on our first-class project management. Our services are informed and validated by our global network of payers, healthcare professionals and local market experts.

We have experience and capabilities spanning global markets including:

 Europe

 Australasia

 LATAM

 Asia

 US and Canada

What do our clients say?

“ The project was highly satisfying and exceeded all expectations. We were impressed by how comprehensive the research was, and how dedicated the team were. ”

Senior Market Access and Public Affairs Manager, Top 20 Pharma Company

“ The HTA landscape review and strategy recommendations report has been a very useful resource as we develop our market access strategies across Europe, giving us insights on how to manage our product in different countries. We were very well supported by the Mtech Access team and the final presentation was done really well. ”

Payer Engagement Lead, Top 20 Pharma company

“ Mtech Access are the best consultancy, in my opinion, due to the calibre of the people. The team were really easy to work with, were quick to action everything, and kept us updated on the whole process. ”

Senior Market Access and Reimbursement Manager, Medtech Company