

Which strategic market access activities do you consider essential?

We recommend that our clients gain a good understanding of the landscape to inform the right strategy

Why?

- Understand the business opportunity
- Explore the market landscape and dynamics
- Define the optimal evidence generation strategy
- Develop global and local market access strategies
- Optimise pricing and contracting strategies
- Demonstrate and communicate value

What?

- Risk and opportunity assessment ^①
- Landscape analysis and stakeholder mapping ^②
- Evidence plan review/gap analysis ^③
- Scenario development and testing ^⑦
- Value proposition development and testing ^⑨
- Payer/market segmentation ^④
- Pricing and PAS strategy and testing ^⑧
- Global Value Dossiers and Objection Handlers ^⑩
- HTA and reimbursement analysis of competitors and/or analogues ^⑤
- TPP development and validation ^⑥
- Localised value propositions and communication tools ^⑪

How?

Methodologies: Desk research, Advisory boards, 1:1 expert interviews, Expert stakeholder panel engagement, Surveys and Literature research

How we solve your challenges

1 Risk and opportunity assessment

Challenge: To identify commercial potential of a new product in development or acquisition and inform positioning

Solutions: Review disease landscape, patient journey, current standard of care, current and future competitors

2 Landscape analysis and stakeholder mapping

Challenge: To identify challenges and opportunities and plan accordingly

Solutions: Review current and future landscape (e.g. reimbursement stakeholders, decision-making processes and evidence requirements, future environmental and policy changes)

3 Evidence plan review/gap analysis

Challenge: To highlight gaps and plan to mitigate

Solutions: Review planned and available evidence against payer requirements

4 Payer/market segmentation

Challenge: To understand reimbursement potential and plan launch sequence

Solutions: Review market and payer landscape

5 HTA and reimbursement analysis of competitors and/or analogues

Challenge: To identify the optimal supporting evidence development strategy, including trial design, choice of endpoint and outcome measure(s), identify gaps or areas of data weakness so these can be mitigated

Solutions: Review past HTA decisions for competitors and/or analogues

6 TPP development and validation

Challenge: To gain insights on the TPP to optimise market access strategy and communication

Solutions: Primary payer research (interviews, survey, advisory board)

7 Scenario development and testing

Challenge: To refine and optimise strategy

Solutions: Generate reimbursement and access scenarios to test with internal and external experts

8 Pricing and PAS strategy and testing

Challenge: To gain insights to optimise pricing strategy in key markets

Solutions: Primary payer research (interviews, survey, advisory board)

9 Value proposition development and testing

Challenge: To gain insights to optimise and convey the value proposition to relevant stakeholders in key markets

Solutions: Primary payer research (interviews, survey, advisory board)

10 Global Value Dossiers and Objection Handlers

Challenge: To ensure consistent internal communication and inform external communications and reimbursement negotiations

Solutions: Materials to communicate product value

11 Localised value propositions and communication tools

Challenge: To optimise external communications and local reimbursement negotiations

Solutions: Digital tools to communicate product value

We have an extensive network of affiliates covering all major launch markets

We have an extensive network of in-country market access experts and stakeholder affiliates covering:

- Europe (UK, EU4, Nordic countries, Portugal, Poland, Switzerland)
- LATAM (Brazil, Mexico, Chile, Colombia, Argentina)
- US and Canada
- Australasia
- Asia (Korea, Japan, China, Taiwan)



Why Mtech Access?



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Contact us to arrange your discovery session:



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