

VALUE COMMUNICATIONS FOR MARKET ACCESS

Developing and Delivering a Credible Value Story

A new, challenging environment calls for a new approach. The old way of defending a drug's price and communicating its value is obsolete.

3D Communications has developed a proprietary process that helps you communicate your product's value, maximize patient access, and support your product's price.

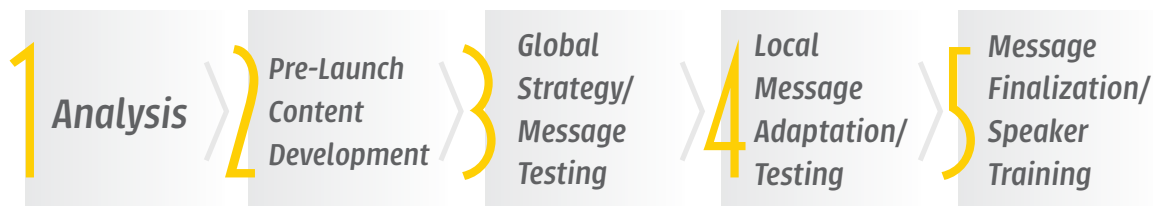
3D's Value Communications for Market Access utilizes a 3-dimensional approach to assess how a complex stakeholder environment, local market realities, and the evolution of treatment interact, and ultimately influence a product's value proposition.

The result: Your team is prepared for meetings with payers, physicians, patients, policymakers and the host of other stakeholders who are challenging you in this new environment.

3D's Value Communications for Market Access Process

- › Conduct detailed analyses on stakeholder views and the market environment
- › Incorporate findings into the overall strategy
- › Develop innovative approaches to economic modeling and the global value dossier
- › Create clear messages, presentations, slides, and convincing answers to challenging questions
- › Test messaging with relevant stakeholders
- › Coach teams to deliver the Value Story and handle objections

5 STAGES OF VALUE COMMUNICATIONS PROCESS



3D Communications

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