Syneos Health Value and Access can help you confidently navigate the shifting market landscape, create and communicate value, and optimize access.
Market access barriers are dynamic and increasing in importance

The future of a product in today’s healthcare marketplace is intertwined with the brand’s ability to successfully navigate market access barriers at launch and through loss of exclusivity (LOE). The challenge is increased by the pressures and barriers that come from a wide range of stakeholders.
01 Pressure on drug prices

02 Rise in patient cost sharing

03 Consolidation driving the rise of new integrated customers

04 Pursuit of value-based contracts at regulatory approval

05 The emergence of value framework assessments

06 Single payers expanding control
Whether you're a multinational company with a history of blockbuster launches or a start-up with a promising pipeline, market access barriers—from pricing pressures to consolidation to the emergence of value framework assessments—are changing the face of commercialization.

A recent survey of 300 biopharmaceutical executives revealed that initiating investment and planning for market access strategy is their number one priority three years prior to launch.
Market Access Strategy

- Geographic Expansion
- Building Medical Organization
- Stakeholder Engagement
- Building Commercial Organization
- Manufacturing/Supply Chain Readiness

Syneos Health Launch Spend Survey, December 2018
Defining value in today’s complex landscape

Demonstrating value and optimizing access requires a partner who understands every stakeholder’s unique definition of value and how those definitions and needs impact your brand throughout the product lifecycle. Syneos Health Value and Access can simplify that complex landscape with a team purpose-built to ensure that all aspects of value demonstration aren’t just interconnected—they’re orchestrated to be optimized.

We approach market access questions with decades of experience, cross-functional expertise, and unparalleled stakeholder insight.

The continuity and the flexibility to adapt to shifting needs

Our team can partner with you on a project basis, or we can bring continuity from optimizing early development to tailoring strategies for in-market products. Syneos Health Value and Access approaches market access questions with decades of experience, cross-functional expertise, and unparalleled stakeholder insight.
### Syneos Health Value and Access

—an integrated team custom-built to meet the needs of your product from clinical development to LOE.

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**Syneos Health**

**Value and Access**

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- **Real World Evidence**
- **Value Access and Medical**
- **Consulting**
- **Risk Management**
- **Payer Communications and Access Marketing**
Proof of our model by the numbers:

- **20%** of medicines approved by the FDA in 2017 came to us to handle price and value communications.
- **>70%** of ICER reviews supported in the last two years.
- **85** launches supported globally in the past 5 years.
- **15** countries in which launches were supported.
- **17** managed markets access teams created and deployed in the past 7 years.
- **45** EMA reviews supported last year.
- **40+** nurse teams created in past 5 years.
- **70%** of medicines approved by the EMA since 2012 have been developed or commercialized with Syneos Health.
Meeting your needs for data from real life

The well-known standards of clinical evidence development are giving way to newly emerging, continuously evolving norms of RWE development to meet the varying needs of stakeholders: payers, providers, patients, and health technology assessment agencies, in addition to regulatory bodies.

As subject-matter experts and research practitioners, not just database curators or software developers, we identify the most appropriate solution to each opportunity you face. We select real world data sources and data collection technologies to fit your individual needs, rather than apply one-size-fits-all approaches driven by proprietary databases.
We offer expert counsel in the design of real world studies and RWE programs based on your strategic imperatives and health system stakeholders’ evidentiary needs.

**Real World Research Design and Feasibility**

We offer you:

**Synthetic Controls for Single-Arm Trials**

We identify and mine RWD sources for you to provide FDA-appropriate study controls when placebo control is unethical or infeasible.

**Post-Marketing Safety Surveillance**

Our product registries capture and track safety events among patients receiving your product in real world settings.

**Comparative Effectiveness in Real World Use**

To inform health system stakeholder decisions, we employ a variety of real world research designs, ranging from retrospective approaches (database analyses, chart reviews) to pragmatic clinical trials of comparative effectiveness in real world use.

**Early Access Programs**

To accommodate pre-market product demand and compassionate use treatment scenarios, we handle all aspects of EAPs for you, including strategy (objectives, countries, patient eligibility), regulatory (country-specific submissions), and operations (program setup, patient tracking, data collection).
Mobilizing teams to provide multidisciplinary integration and unparalleled continuity

Our medical and sales field solutions cover the areas that are most important to your business, including value access, therapeutic strategic solutions, and contact centers. The shift in expectations for field teams has changed their composition, and the new varied bench of talent includes clinical educators and medical science liaisons, as well as reimbursement and access managers. We mobilize teams to meet new commercialization demands.
We offer you:

Account Management Teams

Your Syneos Health Value and Access Account Manager develops and implements your coverage and reimbursement strategy, maximizing patient access by minimizing reimbursement barriers. AMs create a marketing plan for all your relevant payer groups, including commercial insurers, Medicare/Medicaid, PBMs, and government payers, as well as key accounts.

Field Reimbursement Specialists

Within assigned geographies, we provide Field Reimbursement Specialists (FRSs) to serve as key contacts responsible for reimbursement and access support. An FRS will proactively educate and support the integration of a product into physician offices as well as provide clinicians with answers on reimbursement-related processes and issues. Additionally, the FRS will analyze local and regional reimbursement and access issues as a resource for field sales force personnel and management.

Medical Science Liaisons

As industry demand for MSLs ramps up, reflecting expanded roles as HEOR/payer liaisons in addition to traditional responsibilities, Syneos Health has highly qualified, experienced professionals on tap to supplement your teams in reaching difficult-to-access customers.

Contact Centers

365 days a year, 24 hours a day, our Engagement Centers connect you with customers via telephone, video, chat, direct mail, fax, and email. Capabilities include inside sales teams; patient support, education, scheduling, and clinical trial recruitment; and Medical Affairs communications (e.g., pharmacovigilance and Adverse Event Intake).

Recruitment and Talent Acquisition

Syneos Health runs the largest commercial life sciences recruiting and staffing operation in North America, sourcing and placing market access professionals, MSLs, and sales and related talent for your launches and new market initiatives.
Seasoned industry insiders create innovative solutions for you

Market access has never been more challenging, competitive, and complex. Our team offers you a full spectrum of custom consultations and services to help you navigate commercialization, maneuver the market access landscape, and maximize access for your brand globally. Powered by our unmatched cadre of industry leaders and innovators in commercial strategy, pricing, value, HEOR, policy, and access, we provide experienced, integrated solutions teams.
Consulting

We can provide you everything you need for a go-to-market strategy, including brand planning, launch planning, launch readiness, launch management, competitive simulation, and performance tracking. Our Launch Playbook® and P3 framework, based on our experience with over 500 launch engagements, bring a disciplined approach to helping you commercialize your brands.

Charting Your Path to Commercialization

We can provide you everything you need for a go-to-market strategy, including brand planning, launch planning, launch readiness, launch management, competitive simulation, and performance tracking. Our Launch Playbook® and P3 framework, based on our experience with over 500 launch engagements, bring a disciplined approach to helping you commercialize your brands.

Planning Your Commercial and Portfolio Strategy Across Cross-Functional Teams and Insights

For more than 250 portfolio strategy projects over the past three years, our Portfolio Strategy Solutions Center has helped set corporate direction, evaluate options, and execute strategic plans.

Pricing for Success

In addition to conducting traditional global research that helps you maximize ROI, we provide bespoke solutions to complex pricing challenges. These include value-based price setting, early pricing strategies, launch sequencing, contracting and channel strategies, and pricing tool development.

Designing and Testing a Compelling Value Proposition

Successful value demonstration has risen to the top in determining a brand’s success. Our Syneos Health Value and Access experts can design, develop, and test a value proposition—building the most compelling solutions for your brands.

Generating Meaningful and Irrefutable Economic Evidence

Among our offerings are comparative effectiveness research studies, cost-effectiveness and budget impact modeling, reimbursement dossier development, literature reviews, network meta-analyses, and post hoc analysis of trial data.

Building Your Market Access Strategy

We conduct commercial and regulatory landscape assessments to fuel competitive strategic analysis. We also support key aspects of implementation, such as pricing, reimbursement; HEOR, and HCEI communications; patient assistance services; and billing/coding insights.
Our stakeholder-side perspectives help mitigate your risks

Our communicators, policy shapers, and subject-matter experts in healthcare policy leverage insights derived from experience in Congress, the FDA, provider and commercial payer networks, finance, the law, and public health. Through this lens, we develop powerful new approaches to gain and maintain acceptance for the price of your medicines throughout their lifecycles, at your desired list price. We protect your reputation and mitigate your risk via an evidence-based approach, proactively building your stakeholders’ expectations about your medicine’s value . . . on the runway to approval and beyond.
Risk Management

Our six-step Value Promotion and Protection process assesses stakeholder and pricing influencer concerns, explores multiple scenarios, and develops customized value narratives to help therapies receive a better reception in the marketplace, at the manufacturer’s desired list price.

Value Promotion and Protection

We offer you:

To prevent frameworks such as the Institute for Clinical and Economic Review (ICER) from undervaluing your medicine, our proactive approach helps you shape the media narrative, make the most effective arguments, and drive the conversation with payers and other stakeholders in post-review contracting and negotiations.

Value Frameworks (ICER)

To prevent frameworks such as the Institute for Clinical and Economic Review (ICER) from undervaluing your medicine, our proactive approach helps you shape the media narrative, make the most effective arguments, and drive the conversation with payers and other stakeholders in post-review contracting and negotiations.

We supported communications and stakeholder engagement strategy for 70 percent of ICER reviews in the last two years.

Public Policy Perspectives

Planning requires accurate prediction. Our experts with insider experience in government and policy offer analysis and intelligence on emerging proposals and what they mean to your brands. As more policymakers and candidates drive healthcare to the forefront of national conversations, our team helps you navigate the landscape. Our thoughtful perspectives help you emerge on top as the drug launch environment evolves in coming years.

Twenty percent of medicines approved by the FDA in 2017 came to us to manage price and value communications.
Insights power effective payer communications and access marketing

To resonate powerfully with your audience, the words and images of your value narrative need to be crafted meticulously. Your stories must speak to audiences on their own terms, in their language, and where appropriate must balance convincing facts with compelling emotion. For you, an agency that understands payer customers as people first—a team that can connect insights, data, and trends to motivate behavior—can produce market-changing stories.

Our creative consultancy helps win over skeptical audiences to life-changing science and/or money-saving benefits. Whether it's an outcomes-based value proposition, a highly clinical discussion of a molecule, or a productivity-enhancing presentation, we show that your brand's value extends far beyond the dollars and cents of a contract.
We offer you:

**Payer Marketing**
From pre-approval information exchange to value proposition development to dynamic budget impact models, we can help.

**Pull-through**
We help you negotiate with payers by shaping customer perceptions and driving demand based on market insights.

**Medical Communications**
We create relatable human stories out of medical knowledge (such as study designs, clinical endpoints, population data, and real world evidence) to drive meaningful impact in the market.

**Digital and Social Media Strategy**
From web design to social media to congress planning, we take a customer-centric approach to drive omni-channel planning, execution, and management. Using behavioral insights and syndicated data, we identify the channels of greatest influence and tailor content to each customer's place in the engagement journey.

**Market Research**
Our proprietary research panel enables testing of message platforms, creative concepts, value propositions, and engagement strategies to ensure communications for your brands result in the behavior changes you seek.
Our company, including a Contract Research Organization (CRO) and Contract Commercial Organization (CCO), is purpose-built to accelerate customer performance to address modern market realities. Created through the merger of two industry-leading companies—INC Research and inVentiv Health—we bring together approximately 24,000 clinical and commercial minds with the ability to support customers in more than 110 countries. Together we share insights, use the latest technologies, and apply advanced business practices to speed our customers’ delivery of important therapies to patients.

To learn more about how we are shortening the distance from lab to life®, visit syneoshealth.com.

CONTACT
Brian Siemak
brian.siemak@syneoshealth.com