

Present a Compelling Value Story: Product Value Dossiers

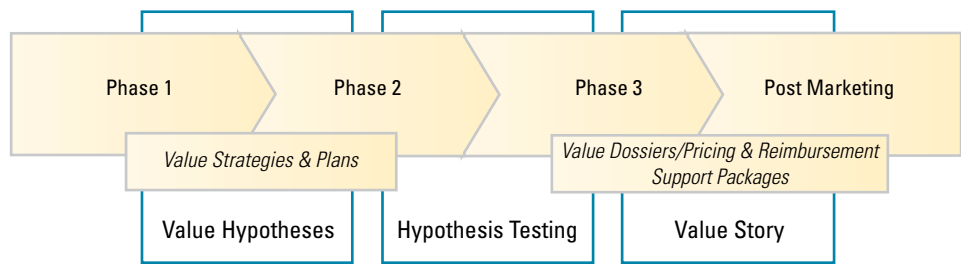
Capture the attention of key stakeholders with a compelling value story

Tell the Value Story of Your Drug

Your internal representatives, key opinion leaders, payers, prescribers and regulatory agencies will listen carefully to a sound and compelling value story. We can help you plan, prepare and deliver success stories through our product value assessment services.

Through our product value assessment services, we create value-driven strategies and research plans early in your product's development lifecycle. We also communicate drug value at launch in the form of value dossiers and pricing and reimbursement support packages.

Value Strategy, Planning, Testing and Communication



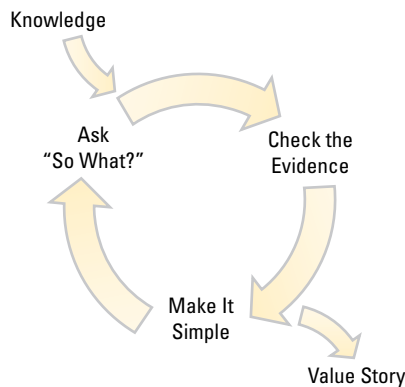
Check the Evidence

Our seasoned professionals identify and deliver reliable health outcomes evidence. We leverage our expertise to provide scientific support for each of your product's value messages and ensure that nothing is overlooked. Rely on our proven experience in areas relevant to pharmaceutical research and development and in a wide array of therapeutic areas.

Make It Simple

Scientifically rigorous documents often contain abundant, complex research and data; however, you must be able to organize and present this information to key decision-makers simply and effectively. We organize and format your product's complex data clearly and simply, while maintaining the scientific integrity of the source evidence.

Tell the Value Story



Ask "So What?"

Decision-makers have varying needs and interests. Each influences product adoption and pricing and reimbursement decisions; therefore, your product's value messages must target their varying concerns. That is why we develop and critically evaluate each value message for relevance to payers, physicians and other key stakeholders.

Contact

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Overcome complex
product access and
reimbursement obstacles

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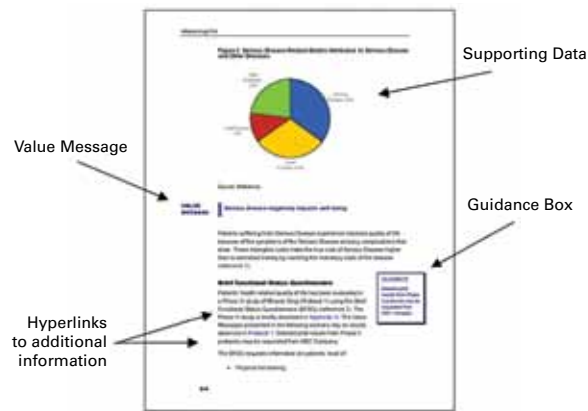
Margaret Mordin, MS

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Receive Quality Deliverables

We produce electronic or hardcopy value dossiers. Each is easy to read, professionally designed, aesthetically pleasing and suitable for global distribution to affiliate companies.

Sample Value Dossier Page



You can also receive your value dossiers in submission-ready formats. We ensure each document fully complies with regulatory and/or payer guidelines.

Our product value assessment team provides you and your clients with deliverables that meet the highest of professional standards and specialize in:

- Value strategies
- Country-specific burden-of-illness summaries
- Competitive landscape overviews and dossiers
- Health outcomes research plans
- Value dossiers and slide kits
- National, regional and local (e.g., AMCP, NICE) pricing and reimbursement packages
- Consulting and team training

Maximize Your Reimbursement Potential

- Organize your product's abundant information
- Build a value story
- Clarify the overall value of your product compared to usual treatments
- Empower your team to package and present your product's data
- Bridge the communication gap between how your product works and what it means to payers, physicians and other decision-makers

Rely On Our Thought Leaders

Our product value assessment team shows the value of products at every stage of development. Our results-based expertise and insights help you optimize the value of your product. Contact us with your product value assessment questions.

See How We've Helped Others

Our team has years of experience helping clients communicate the value of their hospital, retail and specialty products. Many of these products have been indicated for use in a wide range of therapeutic areas including chronic and acute illnesses.

Let RTI-HS Help You

To learn more about our capabilities, please visit us online at www.rtihs.org, email us at rtihealthsolutions@rti.org, or call one of our international offices listed on the front.