

The Right Partner + A Full-Service Offering = Market Access Success

THE CHALLENGE

In 2019, a pharma executive shared that he had been struggling to get a well-written, message-driven global value dossier (GVD) from his usual vendor. He felt the value messaging was being lost in the data and was concerned that any HTA submissions based on this GVD would not be impactful enough to persuade payers to issue positive recommendations. He was obliged to let his vendor finish the project, but wanted Stratenym to take on his NICE submission and write it in such a way that it could be used in place of the GVD as the foundation for downstream HTA submissions.

THE SUCCESSFUL OUTCOME

Armed with our clear and compelling submission dossier, the client's drug won a positive recommendation from NICE. He then requested that Stratenym support his company on several other HTA submissions throughout Europe, Canada, Japan, and Australia, across their entire product portfolio. This work included additional NICE submissions, all of which received positive recommendations. Stratenym built a solid foundation for each product by developing targeted payer value messaging, our signature access-focused Core Value Dossiers (CVDs), detailed objection handlers, robust SLRs, and targeted literature reviews. Even after submissions we continued to support the team by crafting tactful and compelling responses to payers. The result? Win after win!

THE STRATENYM SOLUTION

At Stratenym, we understand that even early-phase deliverables need to keep the payer in mind. The old-style "omnibus" GVD is too broad and unfocused for the unique needs of market access. To address this client's pain point, we developed the NICE submission for their product, tailoring the messaging so that the value story was woven throughout the entire dossier.



“The Stratenym team is like a seamless extension of our team and we really don’t know what we’d do without you. You’ve played an integral role in several really important successes.”

GET IN TOUCH

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