

Overcoming Payer Objections

THE CHALLENGE

What do you do when an HTA agency just doesn't want to say yes to your product? You call on Stratenym because mission-critical responses to payers to reverse negative decisions are our specialty! In one recent example, a European HTA agency sent our client over a dozen separate objections and challenges to assumptions in their submission's health-economic analysis. Stratenym was tasked with crafting diplomatic yet persuasive rebuttals to each of them.

THE STRATENYM SOLUTION

Stratenym participated in brainstorming sessions with our client to rebut each of the payer's objections, with arguments bolstered by evidence from the literature, clinical trial data, and expert clinician opinion. Our consultants took charge of drafting the responses to ensure impeccable language and accurate referencing.

THE SUCCESSFUL OUTCOME

In the face of solid arguments to each of their objections, the payer rendered a positive recommendation for our client's product.



"I am very pleased with the ongoing projects we are completing in collaboration with Stratenym. The communication is clear, the work well organized and planned, the writing, exact, concise, and thoughtful."

GET IN TOUCH

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