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

THE CHALLENGE

A prospective client came to us frustrated: his long-standing vendor had produced a global value dossier (GVD) that buried the value story in data. The messaging lacked clarity and strength, raising serious concerns that HTA submissions built on it would fail to convince payers. Although contractually obliged to let the vendor complete the GVD, he turned to STRATENYM for a different approach—one that would ensure his NICE dossier could serve not just as a one-off, but as a solid foundation for downstream HTA submissions.

THE STRATENYM SOLUTION

At STRATENYM, we believe every deliverable—no matter how early—must speak directly to payers. The traditional "catch-all" GVD often misses the mark, diluting impact. Instead, we reframed our client's NICE submission to weave the product's value story throughout, ensuring every section reinforced the core access message. This targeted, payer-centric approach transformed the submission into a persuasive narrative rather than a data dump.

THE SUCCESSFUL OUTCOME

The results spoke for themselves: the drug secured a positive recommendation from NICE. Impressed, the client engaged STRATENYM to support multiple HTA submissions across Europe, Canada, Japan, and Australia—each underpinned by our access-focused Core Value Dossiers (CVDs), detailed objection handlers, robust SLRs, and targeted literature reviews. Beyond the dossiers, we stood shoulder-to-shoulder with the client team, crafting clear, confident responses to payer challenges. *The result?* Consistent wins across markets, a strengthened global access strategy, and a long-term partnership built on trust and proven success.

"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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