

Elevating It to the Next Level

Success starts with an access-focused partner

THE CHALLENGE

Many clients believe that engaging a local vendor is the safest route for preparing HTA submissions, given their familiarity with country-specific requirements. However, this approach often introduces new risks—errors, inconsistencies, and diluted messaging that can undermine a product's value story. One of our clients experienced this firsthand after contracting a local vendor to prepare a European HTA dossier. On reviewing the draft, they found that the product's value messages were unclear, references were not always accurate, and the narrative lacked persuasiveness. Concerned that inconsistent or weak messaging could not only weaken this submission but also create discrepancies across global HTAs, the client turned to STRATENYM.

THE STRATENYM SOLUTION

STRATENYM worked hand-in-hand with the client to transform the dossier into a compelling, payer-focused submission. We:

- Aligned every section with the approved global value story to ensure consistency across all markets
- Strengthened the integration of evidence from the literature, making the link between data and value clear
- Edited for clarity, flow, and impact, ensuring the messaging was both precise and persuasive
- Corrected citation errors and improved accuracy throughout the document

THE SUCCESSFUL OUTCOME

The revised dossier placed the product's value story front and center, correcting errors and eliminating inconsistencies. Just as importantly, it safeguarded the client against a common pitfall: fragmented messaging across submissions that HTA bodies can detect and challenge. By ensuring consistency and impact across markets, we helped reduce risk while maximizing the client's chance of securing a positive recommendation.



"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

E: info@stratenym.com
W: www.stratenym.com

