

# Early Planning that Fuels Downstream Market Access Success

## THE CHALLENGE

A client approached STRATENYM with a drug still in the early stages of development. They had a Target Product Profile (TPP) but wanted deeper insights to shape their US market access strategy. Specifically, they needed to understand the treatment landscape, quantify unmet need, and identify the opportunities and risks that could shape the future positioning of their product.

## THE SUCCESSFUL OUTCOME

This work equipped our client with a clear, evidence-based view of the market environment. With a strong preliminary value story, clear identification of risks and opportunities, and a roadmap for differentiation, the client was set up for the next phases of US market access planning. By investing in early strategic planning, the client reduced uncertainty, avoided costly missteps, and gained confidence that they would enter payer discussions with a consistent and compelling value narrative for their product.

## THE STRATENYM SOLUTION

STRATENYM designed and conducted targeted literature research, and compiled a comprehensive evidence spreadsheet, detailing all relevant publications and key takeaways. Building on this foundation, we created an in-depth Landscape Assessment slide deck, which included a:

- Strategic analysis of disease burden, treatment patterns, and competitive dynamics
- Patient journey infographic to highlight pain points and unmet needs across the care pathway
- SWOT analysis to capture opportunities and threats within the evolving landscape
- Preliminary value proposition for the product, tailored to resonate with payer priorities
- Summary of pipeline products, benchmarking the client's asset against competitors

This multi-faceted approach ensured the client had not just raw data, but strategic insight into how to position their therapy for future success.



*"It's been a pleasure working with you and we look forward to more adventures with you."*

## GET IN TOUCH

E: [info@stratenym.com](mailto:info@stratenym.com)  
W: [www.stratenym.com](http://www.stratenym.com)

