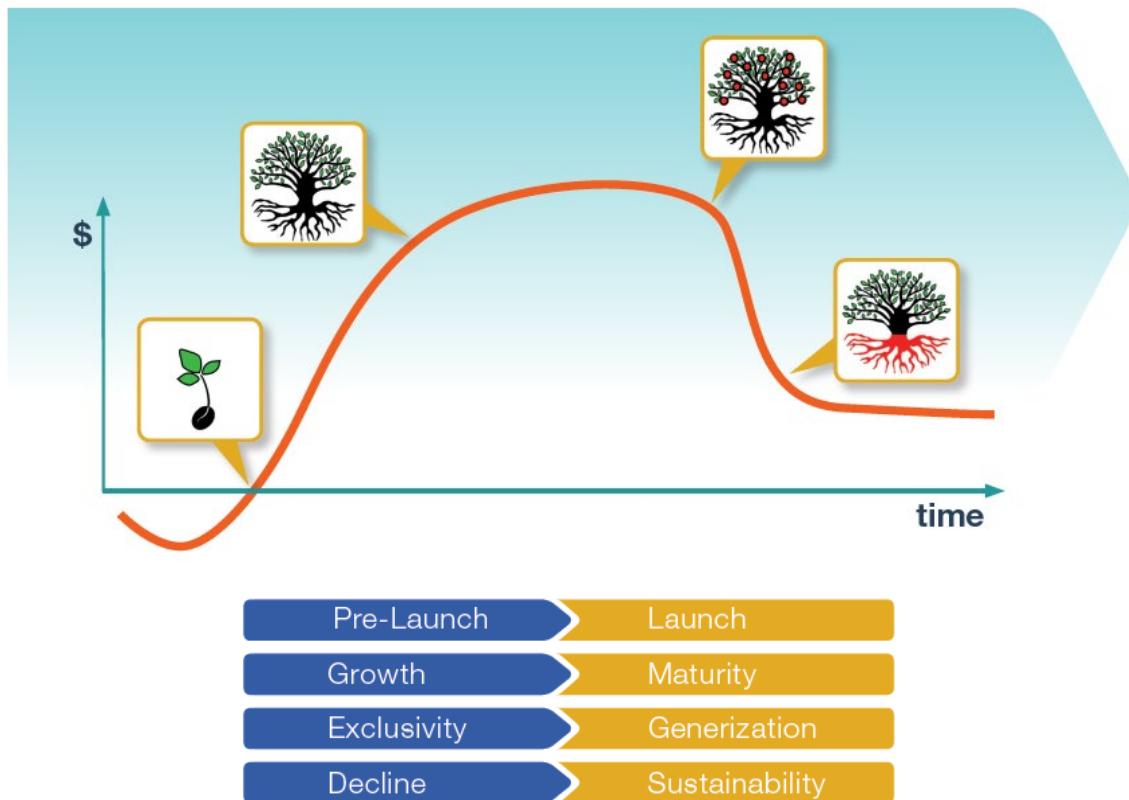


Life-cycle eXcellence™ by HEMAP

Critical phases in the product life-cycle need special attention



eXcellence in Market Access

- ✓ Gain efficiency and effectiveness in Market Access
- ✓ Gain from our long-time experience in launches, new indications and price reviews
- ✓ Fill capacity gaps in your market access department

Today, it is not sufficient anymore to demonstrate the value of a pharmaceutical product once, but over and over again. Even though a product may have proved its superior efficacy and safety during the clinical development phase, there are still many obstacles in its path before it can be fully accessed by patients. For this reason, market access has become a key expertise in industry, as evidenced by the growing investment in this area in recent years. Due to cost pressures in the health care system, even products with uncontested clinical value are heavily scrutinised by authorities. Not only does this lead to delays in market access, but conditional approvals and regular reviews also tie up additional capacity. There is no magic formula for success here, though commissioning both a critical external review of the market access strategy and a second opinion based on experience might gain efficacy and reduce the time required. We can also provide extra support to your Market Access Department when you have capacity shortages or special tasks to fulfil.

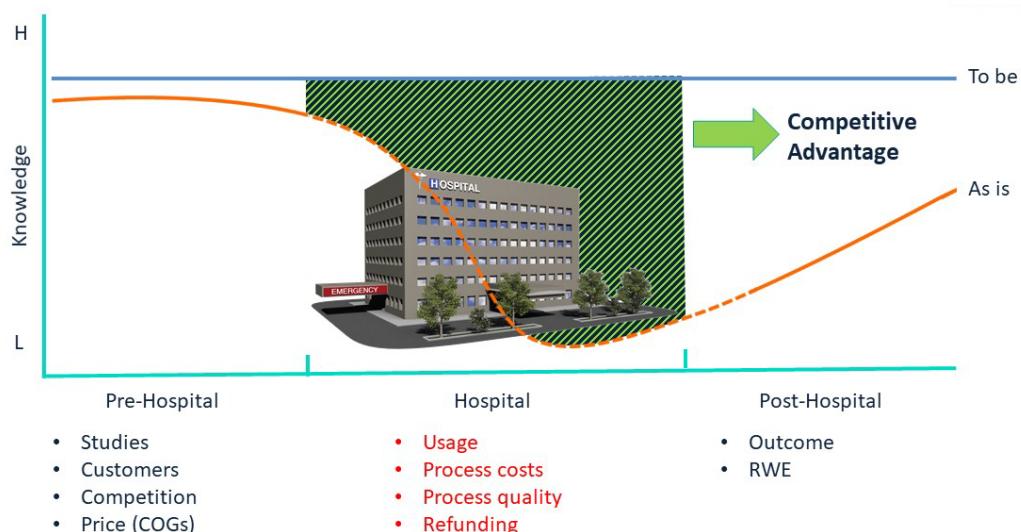
Optimise your chance of success by asking for an outside view and a second opinion. Even small positive price changes (to be implemented at your next price review, for example) may have a significant impact on your budget.

eXcellence in Insight

- ✓ Gain insights into current treatment processes
- ✓ Generate Real World Economic Evidence to understand your customer's perspective
- ✓ Build solutions to improve effectiveness and efficiency of your product in daily practice

Pharmaceutical companies generally have excellent data on the characteristics and clinical effects of their products. Using this information, marketing campaigns are launched with the goal of outlining a product's key characteristics, the competitive advantage, its clinical benefits and the value it gives patients. However, innovative and effective products also change the way patients are treated. They not only change the prescription behaviour of physicians, but also influence the patient pathway and treatment process, which as a consequence affects the cost structure. Having greater insight into these process and cost structure changes is not only an asset during market access negotiations, but should inform value and pricing discussions too.

Pharma Knowledge Gap – closed by process analysis



Life cycle eXcellence™ by HEMAP: Together with our partners, we are able to gain more insights into the Pharma Knowledge Gap. Call us for an informal presentation.

eXcellence in Optimising a Product's Life-cycle

- ✓ Increase your success to capture the expected ROI in critical phases of the Life-cycle
- ✓ Build on our strategic framework to remain competitive in a generic environment
- ✓ Up to 60% of a brand value is captured after Loss of Exclusivity

Small differences in how you manage critical phases of a product's life-cycle and the change processes associated with the transition phases might have huge financial consequences later down the line. We have specific tools that support decision-making and change processes at these critical phases, which in turn optimise your return on investment.

Focusing on loss of exclusivity should take place around 3–5 years ahead of the expiry date in order to be able to decide on a feasible strategy that's capable of producing the maximum return. With our framework of 50+ strategic options, we are ideally placed to support you in formulating the optimal strategy for your product. Optimising the late-lifecycle strategy may bring positive revenue change benefits to your business in the future.