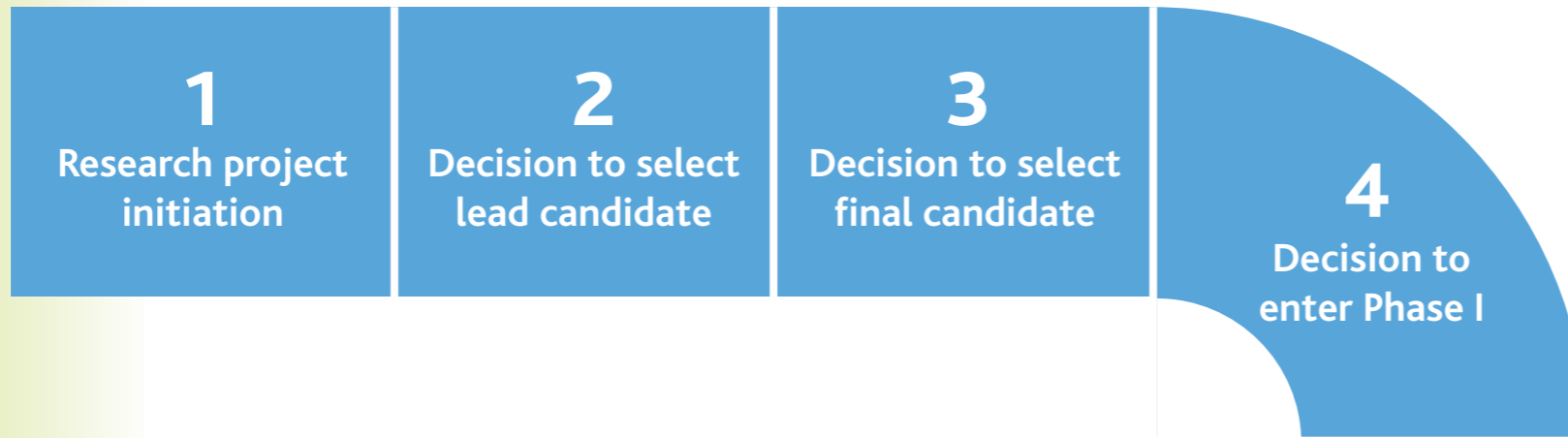


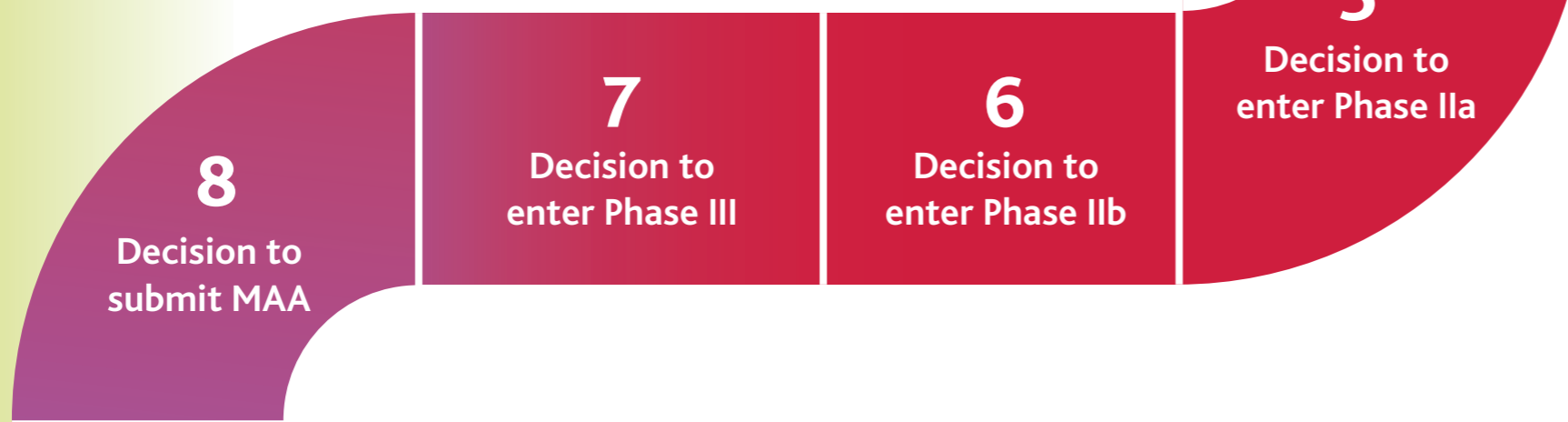
Customer Value Identification



Prepare Brand for Market

- Develop Market Access landscape & SoC Forecast & Access Customer Mapping
- Develop Target Reimbursable Product Profile (TRiPP©)
- Develop HTA Scientific Advice for Phase III Trial Design input

Customer Value Creation



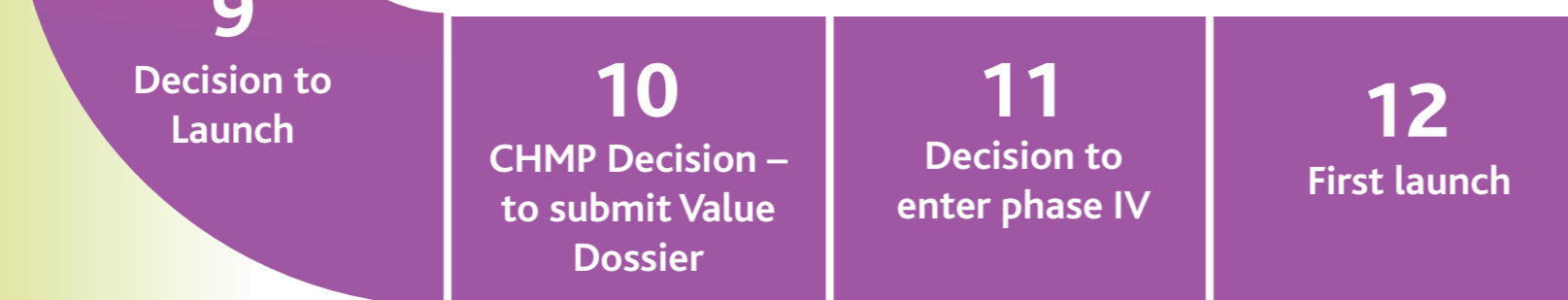
Prepare Brand for Market

- Develop & Test (brand) Value Proposition & Value Messages
- Develop (brand) HEOR Publication Strategy
- Develop & Test (brand) Pricing Strategy

Prepare Brand for Market

- Develop (brand) GVD for HTA/P&R submission
- Develop (Brand) Health Economic model
- Develop (brand) Budget Impact model
- Develop (Brand) value Communication materials & Formulary Pack

Customer Value Communication



Prepare Company for Brand

- Develop Market Access Competency Framework
- Develop Market Access Competency Training Programme
- Develop (brand) Market Access Training Programme for Payer Engagement

Prepare the Market for the Brand

- Implement Market Access Payer Engagement Plan
- Measure Market Access Payer Engagement Plan

1-4: A number of key tasks required to ensure a thorough understanding of Market Access landscape is developed to identify exactly what evidence is required from clinical development stages

5-8: a number of key tasks required by Market Access to ensure the right evidence is generated (through clinical development or HEOR) to meet national, regional and local Payer requirements

7-12: A number of key tasks required by Market Access to ensure right evidence communicated to Payers and that affiliates fully prepared for Payer engagement at national, regional and local level