The Market Access Process

Customer Value Identification



Decision to select lead candidate

Decision to select final candidate

Decision to enter Phase I

Customer Value Creation

8
Decision to submit MAA

7Decision to enter Phase III

Decision to enter Phase IIb

Decision to enter Phase IIa

5

9Decision to Launch

Customer Value Communication

10 CHMP Decision – to submit Value Dossier

Decision to enter phase IV

12 First launch

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

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

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

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



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