

Value messaging & launch support

Context

- Client: A biopharmaceutical company with a market-leading portfolio of drugs to treat rare and severe diseases
- Product: An innovative, chemotherapeutic agent approved for use in second line for a rare form of cancer
- Aim: To achieve patient access for first-line treatment

The Challenge

- The product's mechanism of action had introduced a paradigm shift away from short-term courses of chemotherapy to longer-term disease suppression
- There was a need to shift the perception of the disease as a terminal illness to a curable, manageable condition and to demonstrate the value of treatment

Our Solution

Developed a value strategy and launch plan to support the product, examining product analogues to inform tactics

Validated the strategy and messaging with affiliate end-users via several interactive workshops



Evaluated the existing evidence via literature review, identified gaps and recommended actions to fill/mitigate
Assessed the current reimbursement environment and mapped expected payer challenges

Developed a comprehensive **Value Toolkit**, including:

- Value proposition slide deck
- Objection handler
- Value dossier
- Budget impact model

Outcome

- The product achieved widespread reimbursement as a first-line treatment.