

Discovery &
Portfolio Planning

Phase 1
(Breakthrough
candidate)

Phase 2
(Breakthrough
granted)

Launch Prep and
Implementation

Post-Launch

Key Strategic Approach for Effective Market Access

Identify

Validate & Optimize

Quantify &
Substantiate

Adapt &
Communicate

Capture, Defend &
Enhance

Disease burden by
geography

Unmet needs
Value of meeting them

Patient characteristics
Patient sub-types

Differentiation analysis
Attributes

Stakeholder landscape
Comparator landscape

TPP & trial design
comparator, inclusion
criteria, endpoints,
dose, duration

Indication sequence

Validate attributes with
KOLs & payers

Validate PROs

C/E assessment

Biomarker/diagnostic
analysis (if applicable)

Disease burden data &
publications

Stakeholder mapping by
geography

HE models to quantify
value by stakeholder

Value messages by
stakeholder

Budget impact analysis

Price finding study

Value dossier
development

Adapt HE models to local
country needs

Adapt budget impact model to
local needs

Local country training &
workshops for launch
preparation

Value communication map by
stakeholders

Dossiers

Coverage + reimb.
requirements

Contracting & in-market
price management

Outcomes research;
observational studies &
registries

Life cycle management

Patient engagement
initiatives

Execute creation of
channel access plans*