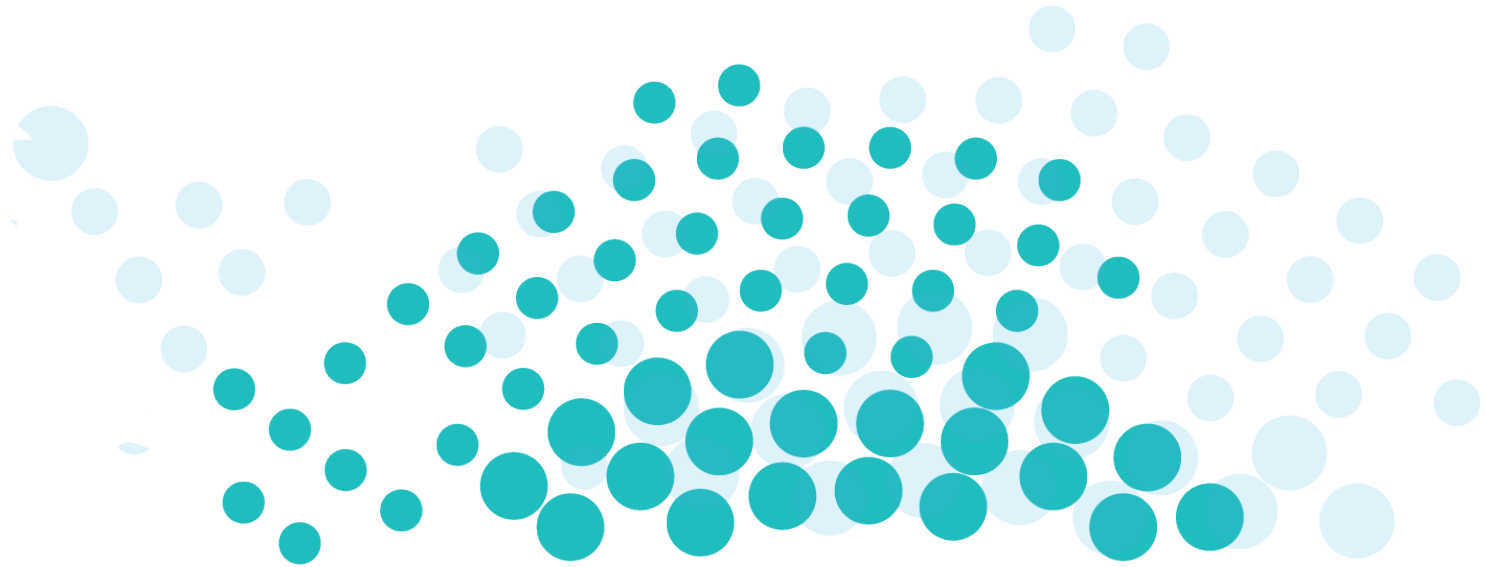
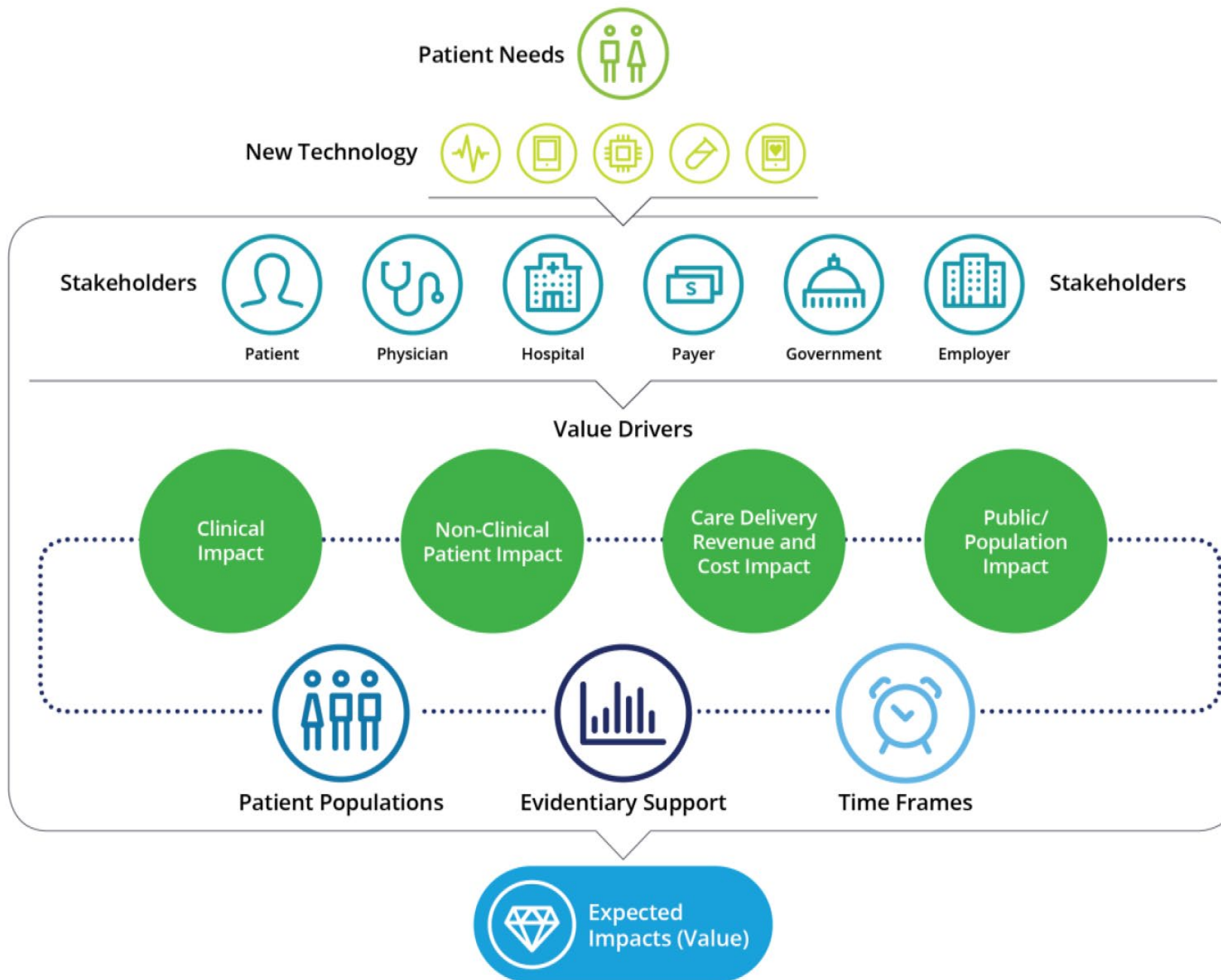


Value Platform

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Product pre-concept through commercialization

Life Cycle

Focus

New idea

**“Value Identification /
Demonstration”**

**Product development
“Value Determination”**

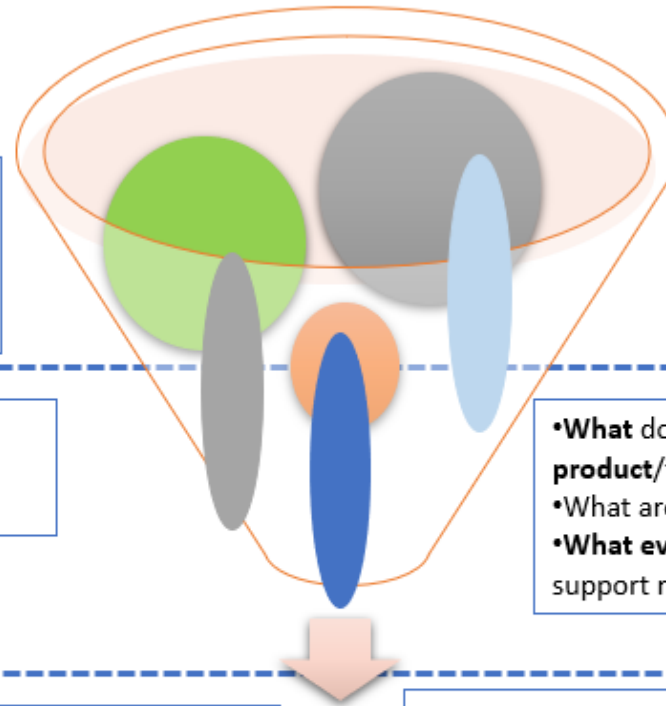
**Launch / commercialisation
“Value Capture / Realisation”**

- Is there **any possibility** of reimbursement?
- Could **reimbursement** be an advantage or disadvantage?

- **What** do reimbursement stakeholders think of the product/technology?
- **What** are **their potential value propositions**?
- **What evidence** will **need** to be developed to support reimbursement??

- **What** is the **final reimbursement value proposition**?
- **What** Market Access (HE&R) **implementation tools** are **required**?

Value communication strategy to relevant stakeholders



Matrix Value Team

R & D and Product Management

- Product development
- Product life cycle management
- Features /benefits
- Value Communication

Health Economics & Clinical/Medical Affairs

- Comparative analysis of costs and consequences
- Reimbursement risks & opportunities & MA planning
- Government policies
- Value Propositions
- Value quantification & demonstration
- Value identification, demonstration, determination
- Effectiveness
- Value Communication

Sales, Finance

- Sales strategy
- Value realization (pricing)
- ASP and GPM% (bandwidth)
- ROI

Brand Communication, Marketing & Business Development

- Market conditions
- Competitor landscape
- Benefits & differentiators
- Marketing strategy
- Value determination
- Value propositions
- Value communication

QA/RA

- Safety & regulatory issues
- Pre-market studies
- Efficacy
- Value Propositions
- Value communication

Elements of Value Platform

Value ID



☐ **Unmet Need**

☐ **Burden of Illness**

☐ **Stakeholder ID**

Value Demonstration

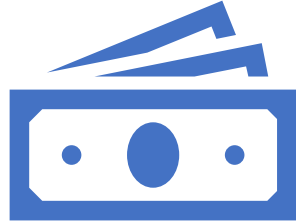


☐ **FDA Clearance/Indications**

☐ **Regulatory/Clinical/HE Evidence
Generation Strategy**

☐ **Publishing Strategy**

☐ **Comparative Effectiveness**



Value Determination

Quality Measures

Pricing

Coding

Care Pathways

HTA

Resource Utilization

Cost Effectiveness



Value Capture

Guidelines

Advisory Panels

Physician Training

Publications/Systematic Reviews

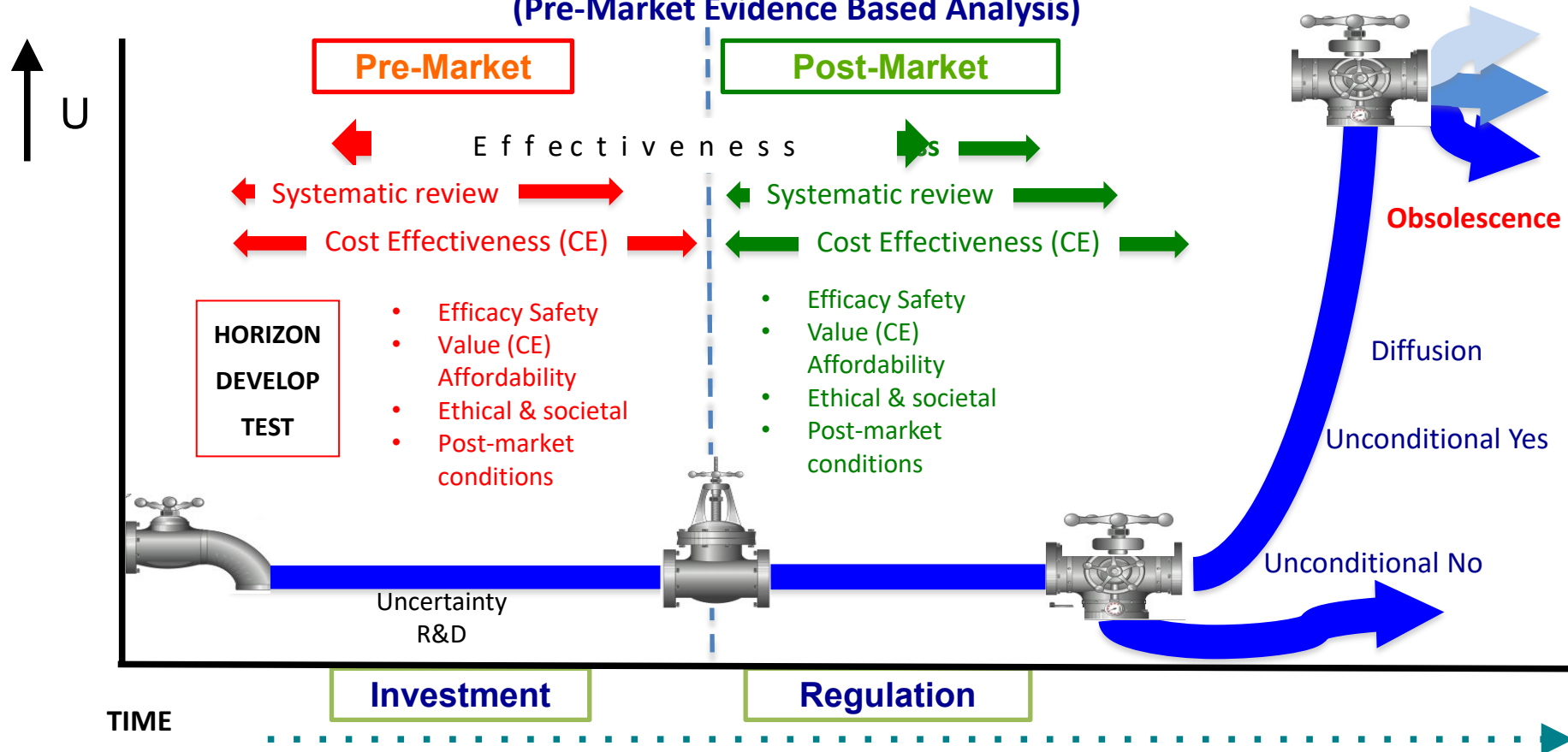
Coverage & Payment

Comparative Effectiveness

Contracts

Life-Cycle Diffusion Curve

(Pre-Market Evidence Based Analysis)



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