

Global Market Access Solutions for Life Sciences Companies

The Center for Healthcare Management, a global research and consultancy organization, offers comprehensive market access solutions for life sciences companies. Combining market and product analytics with sophisticated strategic and implementation advice the approach supports large multinationals as well as regional endeavors.

As global challenges are rising an immediate business response requires coordinated action. While market access activities have been driven by particular competencies and role model countries, opportunities for growth and margin generation remain unrealized in major markets. Worsening reimbursement regulations call for action, especially in mature markets but also in emerging markets. Thinking beyond traditional models of marketing to offer comprehensive packages and evidence that is valid, rigorous and communicable in various settings can leverage opportunities in countries with substantial economic potential and limiting regulatory perspectives. In the long-term, this approach will secure innovation and foster change in countries that have reached saturation. The spill-over effects to emerging and developing countries will be a logical consequence.

The offering aims at:

- Closing the gap between the economic power of a market and the level of reimbursement for innovations by providing innovative and comprehensive market access solutions that are backed by sophisticated and high-impact evidence in various countries (“market access toolbox”)
- Supporting the further development and access to highly innovative and personalized technologies (i.e. 3D printing of joints and other devices) by connecting stakeholders and designing joint offerings that build the case for efficient and effective care delivery in today’s and tomorrow’s healthcare markets (“partnerships for innovation”)
- Targeting budgets beyond traditional reimbursement that are unstructured, but high in volume and address customers’ willingness-to-pay, in particular in tax-based healthcare systems in which private insurance and out-of-pocket payments have become the usual and entirely unregulated normality – solely at the discretion of provider recommendations and referrals (“growth leverage”)

The offering encompasses the following menu of services:

- 1) Market assessment - Defining the framework for action
 - Market analysis: Healthcare system organization, financing & economics
 - Analysis of political stability and health care policy decision making
 - Mapping and understanding the local environment – what local processes are in place? Who is involved? What is their sphere of influence? Who are the decision makers, key influencers and implementers?
 - Understanding their local priorities and “shopping list” – what are their key challenges? What are their main objectives? What information (i.e. proof of “added value”) do they need/like and when?
- 2) Product Analytics – Generating and merging existing and new evidence while acknowledging the complexity of today’s healthcare markets
 - Review of existing RCTs and health economic studies in order to evaluate potential pathways
 - Widespread interviews and analysis of decision-makers and stakeholders to generate real world evidence (RWE)
 - Modeling and forecasting of patient-relevant outcome data
 - Translating and comparing country-specific evidence in order to leverage it globally
 - Creating value stories backed by compelling evidence that can be tweaked according to country-specific requirements
 - Conducting gap analyses on existing and on-going evidence development to work toward compiling a dossier of robust evidence for negotiating coverage and risk-based contracting
- 3) Strategic planning – Designing a road map for market access
 - Assessment of clients’ existing capabilities, strengths and weaknesses, both with regard to internal and existing resources
 - Setting the stage for an integrated process which promotes joined up thinking & cross-functional working inside of client organizations - market access, new product planning, launch excellence & brand planning are all elements of a continuum
 - Public relations including high-level communications plans for advertising, media, etc. – tailoring of the message to the needs of the customer base
 - Drafting and designing of collateral materials for approaching decision-makers
- 4) On-site implementation - Executing of a comprehensive market access plan

- Coordination of strategy and communication with respect to all stakeholders involved
- Supporting a shift of focus of clients' commercial models from marketing and sales to access, and from brand-by-brand access planning to integrated cross-brand planning
- Developing storylines to translate scientific results into applicable information that is understandable by layman and demonstrates value to multiple stakeholders
- Setting up pilot projects, for example by collaborating with payers/ providers/ manufacturers and negotiating bundled packages in order to generate evidence for innovative technologies, drugs, and management approaches in countries with limited reimbursement potential
- Closing the loop by connecting local and regional pilots to the global context

Approach and Application

Our client base ranges from large multi-national companies to small start-ups. We do not engage in RCTs, but become engaged when first evidence exists which has to be matched against economic data, enriched or packaged into a convincing story because traditional alleys of reimbursement do not sound promising. This frequently entails an adjustment of the value proposition, depending on cultural specifics of the respective market.

We have applied our approach to drugs, devices, e-health therapy, innovative technologies, management innovations (i.e. retail clinic set-up) as well as consumer goods. Please refer to the Center's Fact Sheet for more information. We would be excited to help you with your global endeavors!

Sincerely yours,



Prof. Dr. Katharina Janus

Director and Founder of the Center for Healthcare Management at Columbia University, New York, USA and in Germany (@HCMatColumbia)

President ENJOY STRATEGY, Hamburg, Germany

+49 172 4228104

janus@centerforhealthcaremanagement.org