



## DEVELOPMENT OF THE VALUE PROPOSITION AND VALUE MESSAGES FROM AN INTERNAL PERSPECTIVE

### THE PROBLEM/OPPORTUNITY

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Gain insight from internal stakeholders into how the value of DRUG X can best be described, supported, and communicated to payers.

### OUR APPROACH

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- ✓ Creation of an evidence table as the foundation of the outcome research strategy to identify potential gaps in the value story of DRUG X and to provide the team with a visual of how the Value Messages will be attained and the likelihood of success while aligning team members as to the product strategy.
- ✓ Development of the draft value proposition and draft value messages based on stakeholder analysis, efficacy and safety profile of the product, economic value, place in therapy, convenience of use, burden of illness and unmet needs.
- ✓ Conducting an internal workshop to align the internal view on the value proposition and value messages of DRUG X including:
  - Test and rate of importance, credibility and uniqueness of value messages presented
  - Capture responses in written form so that they can be used as a base for group discussion.
  - Group discussion of Value Messages for Payers to align criteria's of the participants based on the individual evaluation and to identify evidence gaps and additional data needed.
  - Discussion on the Flow of Value Messages for Payers to assess the optimal order of value messages for DRUG X and to determine any superfluous messages and any areas in which an additional value message to support DRUG X's value proposition is needed

### RESULTS

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A structured and comprehensive methodology was applied to review the value messages and value proposition of DRUG X. As a result a list of revised and aligned value messages was achieved with their importance, uniqueness and credibility rates attached to evaluate their use with the different stakeholders. A final value proposition was also proposed and accepted together with a research plan to address the identified gaps in the value story.

