

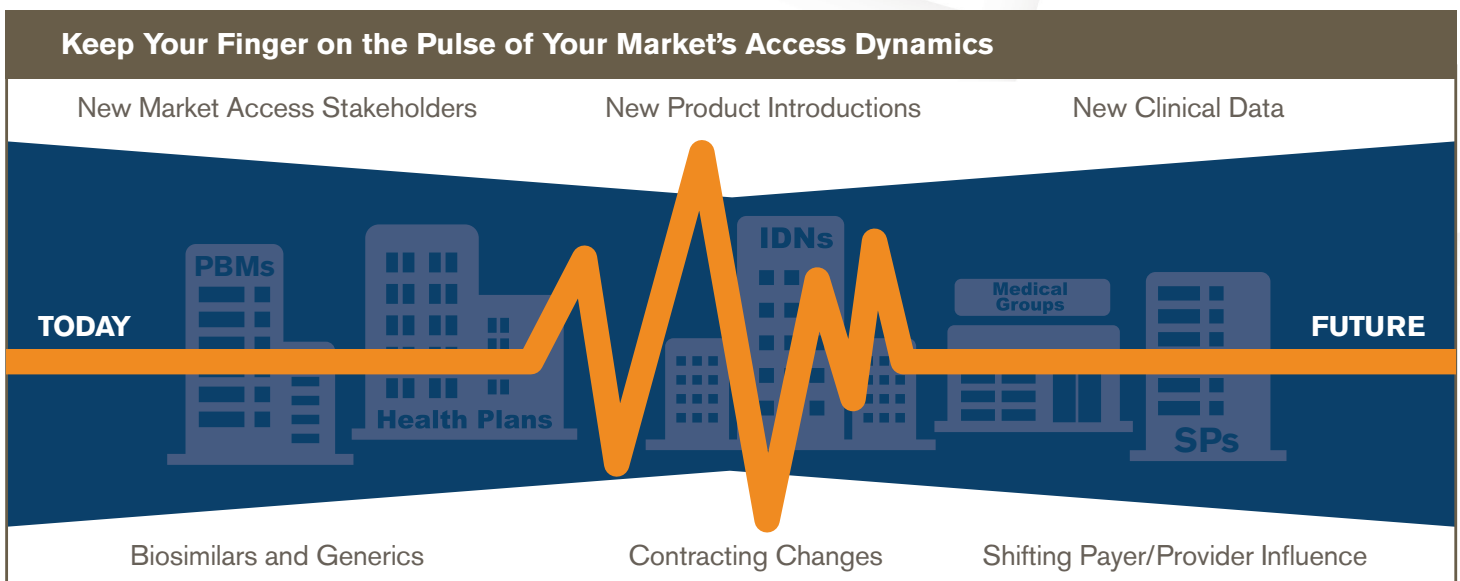
Brand Access Marketplace Dynamics

HIV Market

Brand Access Marketplace Dynamics assesses the current and future access environment for your therapeutic market.

Brand Access Marketplace Dynamics answers your questions so you can identify opportunities and risks for your brand.

- How do market access stakeholders influence access in your therapeutic market?
- How will market access stakeholder management and contracting for the brands in this therapeutic market evolve over the next two years?
- How are market access stakeholders responding to key market events in this therapeutic market?



You can use **Brand Access Marketplace Dynamics** to:








- Keep** your finger on the pulse of market evolution
- Understand** the shift in influence on access between payers and organized providers
- Understand** current and future payer management of this therapeutic market
- Identify** opportunities and risks for your brand's access

HIV Market

2019 Releases

	<p>HIV: Overview and Access Influencers</p> <ul style="list-style-type: none"> ▪ Cross category analysis and brief introduction to cross-stakeholder management priorities and tactics 	<p>HIV: Payer Brand Access and Insights</p> <ul style="list-style-type: none"> ▪ Current payer use of general and brand-specific management tactics, including preferred brand selection and utilization management 	<p>HIV: Organized Provider Management and Insights</p> <ul style="list-style-type: none"> ▪ Current payer use of general and brand-specific management tactics, including preferred brand selection and utilization management
	<p>HIV: Contracting Trends and Insights</p> <ul style="list-style-type: none"> ▪ Evolving payer contracting activities, preferences, and influence on brand access 	<p>HIV: Outlook on Brand Access and Insights in 2022</p> <ul style="list-style-type: none"> ▪ Future overall payer management of HIV products by 2022 ▪ Brand access predictions in 2022 based on future scenarios across stakeholders 	
<p>HIV: The Role and Influence of Advocacy Groups</p> <ul style="list-style-type: none"> ▪ Influence of advocacy groups on payer actions and management tactics for HIV drugs 	<p>HIV: Evolution of Alternative Payment Models and Risk Sharing</p> <ul style="list-style-type: none"> ▪ Prevalence and impact of alternative payment models, financial incentives, and performance metrics 		

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