

KnowledgeEdge™

Brand Access Marketplace Dynamics

Multiple Sclerosis 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?

Keep Your Finger on the Pulse of Your Market's Access Dynamics










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



<p>March 2019 Market Access Stakeholder Drug Management Landscape</p>	<ul style="list-style-type: none"> ▪ Key organized stakeholders that impact access to products in your therapeutic market ▪ Stakeholder tactics that impact access to your products ▪ Stakeholders' capabilities in managing physician and patient access ▪ Brand-specific management tactics that impact access by key stakeholders ▪ Insights into evolution of alternative payment models, financial incentives, and performance metrics
<p>April 2019 July 2019 October 2019 Market Access Stakeholder Drug Management Pulse</p>	<ul style="list-style-type: none"> ▪ Customer reaction to market events that will shape management in your therapeutic market ▪ Pulses will cover customer reaction to up to five market events each quarter ▪ Sample market events covered in 2019 include: <ul style="list-style-type: none"> – Estimates of Ocrevus utilization by MS indication – Evolving Medicare coverage of disabled MS patients under 65 – Generic tier utilization in MS formularies and management of branded and generic versions of Copaxone – Awareness and utilization of Expanded Disability Status Scale (EDSS) in prior authorizations
<p>June 2019 Market Access Stakeholder Drug Management Outlook 2022</p>	<ul style="list-style-type: none"> ▪ Evolving stakeholder capabilities over next two years <ul style="list-style-type: none"> – E.g., SP mandates, benefit design, reimbursement models, site-of-care management, preferred agent selection, clinical pathways ▪ Brand-level scenarios of predicted stakeholder management ▪ Evolving pricing and contracting environment ▪ Assessment of future/near-term access risks by brand

Clients receive:

 On-call access to our subject matter experts for your inquiries	 Access to our client portal, customized for your organization
 Client-exclusive webinar	 Unlocked PowerPoint slides
 On-site and virtual presentations with research leaders	 Access to source data
 Opportunity for input into research topics covered within the service	

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