

## KnowledgeEdge™

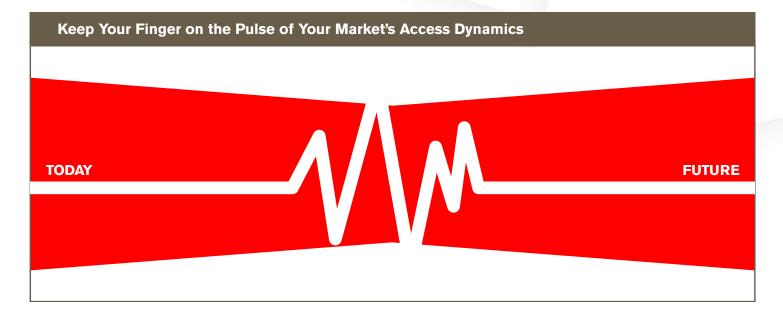
# Brand Access Marketplace Dynamics

## Respiratory 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



## **Respiratory Market**

#### 2019 RELEASES

JANUARY	FEBRUARY	MARCH	APRIL
Overview and Access Influencers  Cross category analysis and brief introduction to cross-stakeholder management priorities and tactics	Payer Brand Access and Insights  Current payer use of general and brand-specific management tactics, including preferred brand selection and utilization management	Organized Provider Management and Insights  • Current integrated health system and medical group use of general and brand-specific management tactics	
MAY	JUNE	JULY	AUGUST
Contracting Trends and Insights  • Evolving payer contracting activities, preferences, and influence on brand access	Outlook on Brand Access and Insights in 2022  • Future overall payer management of XX products by 2022  • Brand access predictions in 2022 based on future scenarios across stakeholders		Distribution Models and the use of SPs/PBMs  Evolving distribution models and influence of SPs and PBMs on product access
SEPTEMBER  Evolution of Alternative Payment Models and Risk Sharing  • Prevalence and impact of alternative payment models, financial incentives, and performance metrics	OCTOBER	NOVEMBER	DECEMBER

Market Alert - This service also includes market alerts, a real-time assessment of the impact of recent significant market events; released periodically as they occur.

#### **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

Health Strategies Insights by EVERSANA reserves the right to change the timing and/or topics of its syndicated research publications.



**Insights**