

DEVELOP PAYER STRATEGIES AND COMMUNICATE DEVICE VALUE AND PRICING TO DIFFERENT STAKEHOLDERS

HC-LS-CS-D 9063

HEALTHCARE | LIFESCIENCES

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CLIENT PARTNER

PHARMA Co. (DEVICES)

A cardiovascular device company specializing in innovative technologies in areas of heart disease and critical care

PROBLEM / CHALLENGE

Increasing efforts from provider systems and other key stakeholders to “commoditize” technology innovation and exert pressure to significantly decrease pricing in order to maintain current access and volume levels

SOLUTION HIGHLIGHTS

- Combination of Health Care strategy and communication experts completed a landscape analysis to identify drivers and priorities of key stakeholders
- Force field analysis to identify and communicate value proposition of device
- Using AXIACI (proprietary, health plan solution) to perform segmentation and develop targeted payer opportunities and reimbursement strategies
- Develop specific proposals to communicate device value and pricing to payers and systems applying a robust value communications & messaging process

RESULTS

Expanded market opportunity for the device with justification on **RETAINING EXISTING PRICING** supported by new **PARTNERSHIP MODELS** with payers and systems.

TARGETED PROPOSALS for communicating real product value proposition to key stakeholders and expanding patient access to device