

# CASE STUDY

## Virtual Advisory Board with Payers

### International Market access best use case scenarios

- Virtual advisory board for payers and HEOR KOLs
- Review of HEOR data and value proposition materials
- Review and validation of pricing strategy and methodology




### Challenge

Effectively engaging stakeholders in a post-COVID environment presents with unique challenges, namely **Zoom fatigue**

Other challenges frequently associated with teleconference communication include limited participant availability, coordinating across varying zones, and disruptive audio/visual glitches

### Key objectives

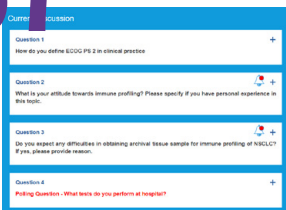
A Market Access team had 3 primary objectives:

-  Gather feedback on **pricing strategy** for a new product
-  Gather **insights from payers** regarding the potential challenges
-  Review the **pricing methodology**

### Agenda

2 Sessions; 10 Advisors

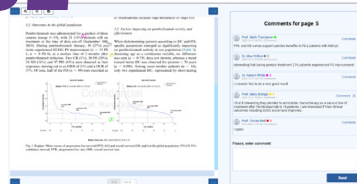
01



**Session 1 (7 days)**

**Discussion forum:** advisors provided feedback regarding pricing strategy and insights about potential challenges

02



**Session 2 (2 days)**

Provided feedback on pricing methodology using platform **annotation features**



### What influenced the decision?



Secure legal and compliance regulations



Combination of discussion Forum with video call



Ability to run polls/survey



Ability for advisors to simultaneously review and share comments on materials

### Results

▶ **100%**

**advisor participation**

All advisors provided robust feedback

▶ **150%**

**higher level of insights**

Feedback received from advisors was more thoughtful and detailed

▶ **90%**

**Net Promoter Score to use the platform**

Advisors and client appreciated ease of use and efficiency