



YourMarketAccessTeam™

BESPOKE STRATEGY & EXPERT GUIDANCE
TO ACCELERATE MARKET ACCESS

WHAT IS YourMarketAccessTeam™?

YourMarketAccessTeam™ is a comprehensive, tailored, expert-led and tiered service package that can be adapted to meet your specific business needs. It provides expert and highly experienced specialist resources to develop the optimal, organised, go-to-market market access strategy and plan, to ensure the optimal sequence of activities are delivered at the right time.

HOW IT WORKS

Our team complements your resource and expertise to develop the optimal, organised, go-to-market market access strategy and plan, to ensure the optimal sequence of activities are delivered at the right time.

With high levels of robustness and product differentiation, it delivers the critical steps needed to implement the strategy:

STEP 1 Evidence backed value story

STEP 2 Value dossier

STEP 3 Economic models

STEP 4 Pricing strategy



YourMarketAccessTeam™ EXPERTISE

Our multidisciplinary team of experts have an optimal combination of extensive industry and market access consulting experience, each with a strong track record of delivering market access success. The team takes care of developing a tailored, fully costed, plan to launch your product. We can then also implement the individual components of the plan according to your needs. For example, we are highly experienced in developing value stories and can also take care of country pricing and reimbursement dossier writing, submission and payer negotiations in local language. We can also transfer this knowledge to your internal team as it grows through expert-led training and coaching, developing their expertise as they prepare for a successful launch.

THE BIG BENEFITS



Limited market access experts means hiring the expertise you need for success is often challenging and costly. YourMarketAccessTeam™ guarantees rapid and flexible access to a highly experienced team



There's no need to invest in FTE until you're ready, with this investment driven by initial growth and success in these new markets



As you grow, YourMarketAccessTeam™ will transfer and upskill your market access function, seamlessly transitioning responsibilities and knowledge



YourMarketAccessTeam™ will ensure that the strategic approaches developed for your product are reflected in each of the tactical components of your access plan



The backing and expertise of YourMarketAccessTeam™ is advantageous for investor discussions, giving confidence in a well-thought out route to market

WHO CAN BENEFIT?

YourMarketAccessTeam™ has supported clients of all sizes from rapidly expanding biotechs to top 10 global pharmaceutical corporations. Typically, our clients have used YourMarketAccessTeam™ to manage the following business scenarios:

New product launches in unfamiliar therapy areas

Launches or territorial expansion into unfamiliar geographies

Launches in territories where you currently have no infrastructure or market access capability

Investigating or generating compelling and validated early value stories as part of investor relations or early due diligence

DISCOVER HOW WE CAN HELP STRENGTHEN YOUR TEAM

Simply call or email Valid Insight today for further insights into how YourMarketAccessTeam™ can deliver the right market access strategy for your assets and help prepare you for commercial success.



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YourMarketAccessTeam™ is provided exclusively by Valid Insight, the award-winning life sciences global market access consultancy. Winners of the 2019 Queen's Award for Enterprise: International Trade, Valid Insight is recognised as a provider of best-in-class market access services that deliver growth for global clients.