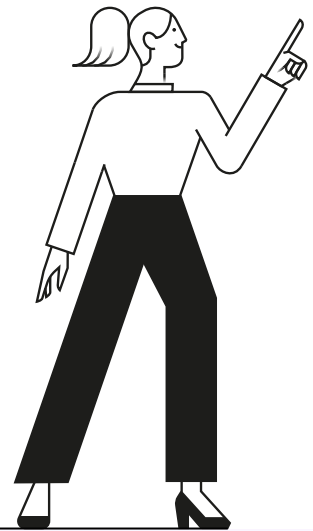


Value Proposition for Diabetes Treatment

Case Study | Diabetes Treatment

Equipping a client with a suite of communication and engagement tools enabling market access teams to demonstrate the value proposition of their blockbuster diabetes treatment



Background

A valued client making strides in diabetes treatment was seeking a new value proposition that would resonate with the stakeholders they were trying to reach.

The Challenge

Establish a new value proposition and communication strategy that would:

- Articulate a compelling unmet need in an already crowded marketplace
- Enhance brand exposure and support affiliates' objectives of maximising revenue
- Drive stronger engagement with stakeholders/customers

The Solution

Clarivate Commercial Consulting

With a deep understanding of the therapy area and competitive landscape, we drafted an evidence-based value proposition and tested it in an internal workshop with stakeholders that included affiliates and payers. This was then supported with a variety of sales enablement tools to drive training and local adoption. Clarivate tactics and solutions included:

- Value proposition development
- Payer testing
- Value story deck
- iPad Budget impact model
- Objection handler
- Patient video testimonials
- Local adaptation

The Results

Delivered relevant and impactful tools communicating product value



Value proposition that met affiliate needs with strong acceptance and praise



Payer-facing narrative with supporting tools communicating unmet need and product value while simplifying complex concepts



Expanded scope of work to develop a set of materials for the forthcoming brand

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