



Clarivate Consulting Services

Value Communication Centre of Excellence

24/10/2022



A small selection of client testimonials

We receive delighted emails from clients with great frequency – reflecting our commitment to excellence and flexibility

'You have a phenomenal team. You really go above and beyond.'

Global Value Access & HEOR Director, Novartis

'Perfect, THANK YOU so much for all the amazing and high-quality work that you've done on this project! I am truly happy with our collaboration and am looking forward to working with you in other projects. It is really easy collaborating with you guys.' **Global HTA Evidence Lead, Roche**

'The reason I love working with you guys is that you figure out what I need. I need you to take my team through a transformation around our external and internal communication – I know you are the team to do it.' **Senior Director, HEOR Strategy & Evidence Generation, US Top 15 Pharma**

'Thanks very much for the wonderful work! I wanted to let you know how much I appreciate your help for managing multiple projects for the pediatric team. I know how much effort you had to make to ensure flexibility with our moving goals and also ensure that we are satisfied with every step of the process. The team has been incredible in terms of understanding the ask, complexity of products and condensing the content in a visually appealing way.' **Global Market Access & Pricing Lead, Nestle**

'Finally, a very big thank you to the Clarivate team for your constant support and problem-solving spirit, to create a new tool that will optimise evidence generation management.'

Global Director - HEOR, Mallinkrodt

'These are amazing – thank you so much! Your creativity never ceases to amaze me!' **Director - HEOR, NNI**

'We'll need to get Laura some treats after this! You guys have been a great partner, it's a big push for us, the landscape has evolved in unpredictable ways, and we appreciate your support, and we are glad you have been able to pull in some additional resources.' **Director – Market Access**

Our in-house technical teams include

- Strategic Market Access Consultants
- Market Access Medical Writers
- Health Economists & Statisticians
- Systematic Review (SR) Analysts
- Clinical Outcomes Assessment (COA) Analysts
- Programmers & Designers
- Health Policy Experts

Clarivate has been providing HEOR and market access services to the pharmaceutical and medical technology industries for more than 20 years

- At Clarivate, we offer best in class health economics and outcomes research (HEOR) and market access services to the world's leading healthcare companies.
- We operate a matrix structure across our in-house teams, ensuring business continuity. Our technical teams are supported by a team of accomplished Strategic Advisors – individuals with deep domain and technical expertise, and industry knowledge. We also draw on the therapeutic knowledge of our Clarivate Oncology, Immunology, Ophthalmology, Infectious Diseases and Neurology teams.
- Clarivate's senior leadership team have 8–12 years' tenure with Clarivate, and all have at least 10 years' highly relevant industry or consultancy experience.
- For each new project, a custom team is put together for the purposes of that project, based on relevant skills and experience.

Our differentiators

We have earned a reputation for balancing scientific rigour with commercial awareness, differentiating ourselves from our competition through innovation, technical excellence, and design

Generating Evidence & Communicating Value – Pharmaceuticals, Medical Devices, Digital Therapeutics

VALUE COMMUNICATION

THE VALUE PROPOSITION

Value proposition development
Value dossiers
Designed internal communications
Designed external communications

EVIDENCE GENERATION AND IMPLEMENTATION

THE EVIDENCE UNDERPINNING THE PROPOSITION

Health economics
Systematic review
Clinical outcomes assessment
Health technology assessment

GLOBAL ACCESS ADVISORY SERVICES

Value Communication

Payer communication strategy

Evidence dossiers – Global and AMCP

Value proposition development

Objection handling

Payer-facing tools (iPad apps, slide decks)

Tools for internal alignment and training

Manuscripts

The Clarivate Value Communication Centre of Excellence brings together PhD medical writers, consultant graphic designers, and digital programmers

Multichannel value communication strategy

- We assemble a single, in-house team of creative designers, medical writers, payer engagement experts, and digital behaviour experts to work with you to design and develop your multichannel communication strategy



Development of communication tools

- A robust dossier, designed to support affiliate reimbursement submissions is often the first step.
- An impactful value story, designed for clarity of messaging and high visual appeal provides a foundation for other tools
- We typically test the core value story with affiliates, and with payers/payer advisors



Roll out

- To maximize the return on investment from these tools, we frequently provide virtual or onsite training to ensure that users are fully trained to confidently communicate value, including economic value concepts



Our differentiators

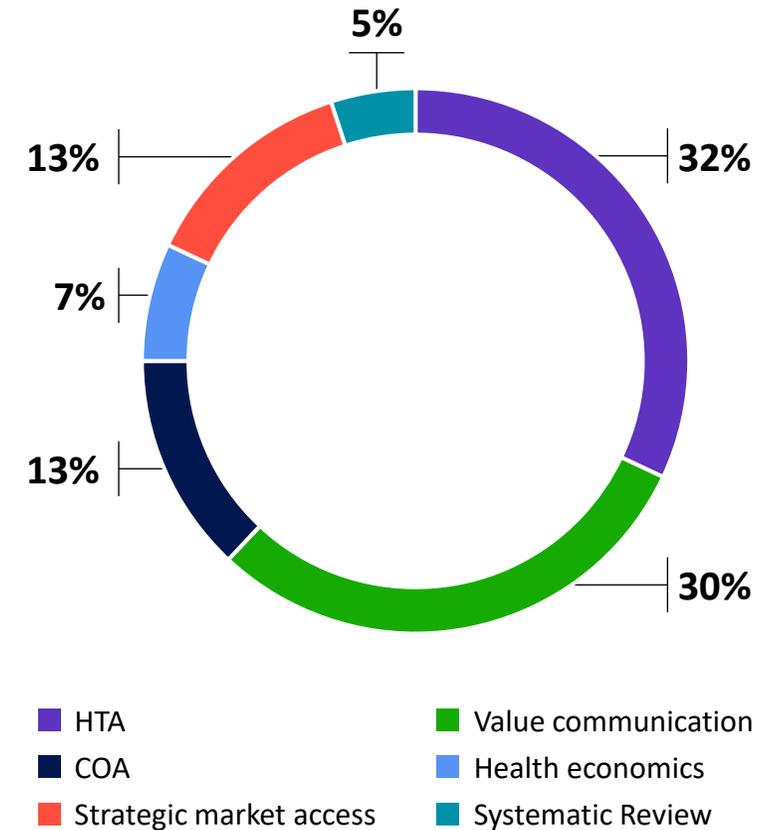
- We have developed a reputation for a fusion of robust scientific writing with impactful design
- We are known for our accuracy and careful QC – getting it right the first time reduces the burden on our clients

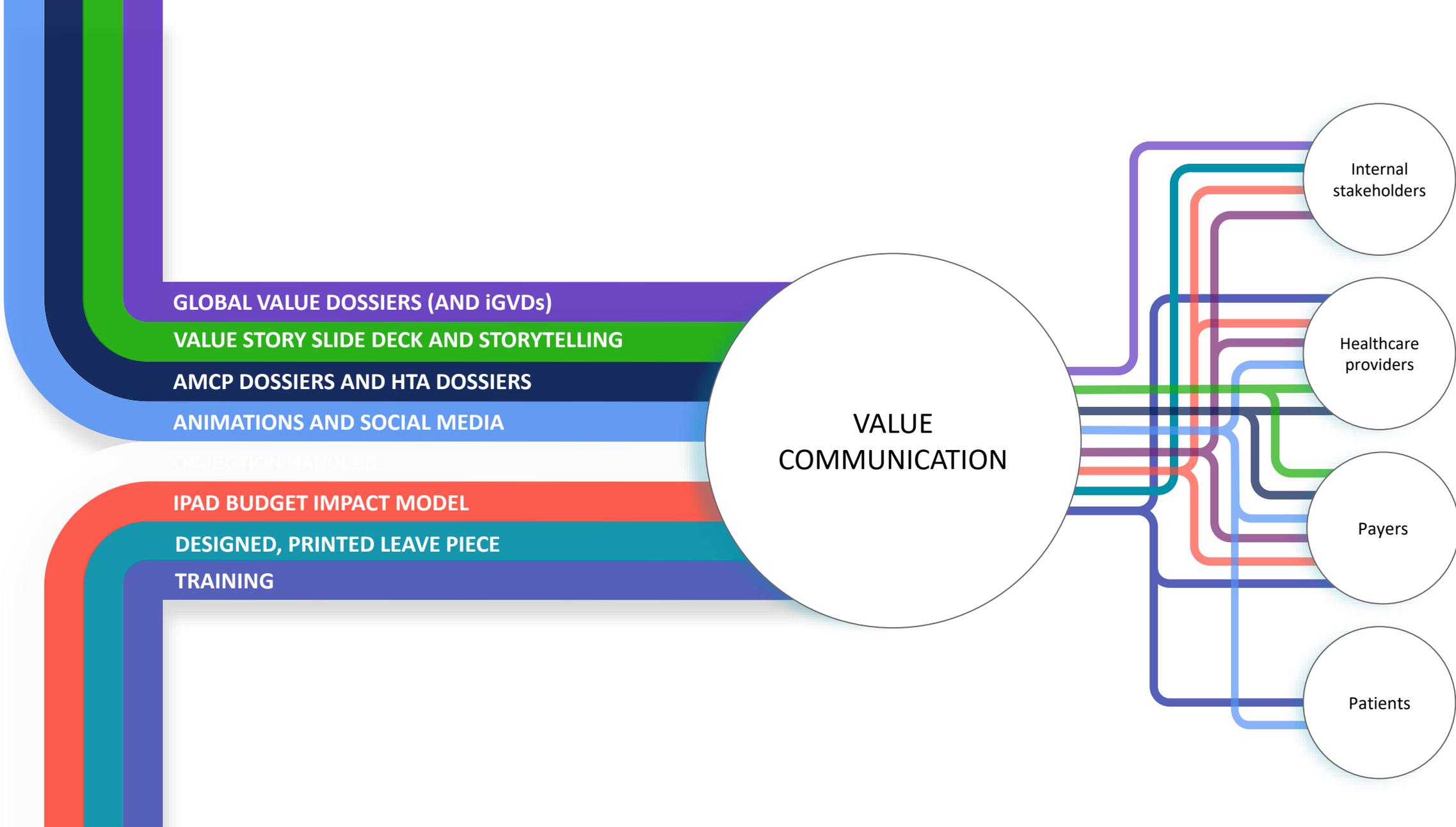
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Figure 1. Recent project highlights
(non-exhaustive)

Type	Description
AMCP Dossier	AMCP dossier development for rare autoimmune disorder
Value Message Testing	Pediatric growth disorders – Value message library
Systemic Review Publication	Systematic Review of adherence in growth hormone deficiency disorders
Value Dossier (GVD)	Global Value Dossier and related materials for rare metabolic disorder
Message Library & Payer Value Story	Wilson Disease message library and interactive payer value story
Value Communication	Gene therapy immunology deck and flashcards
iPad BIM	iPad Budget Impact Model for HAE
Payer Value Story	Payer value story and message testing for biliary atresia

Figure 2. Clarivate, has completed more than 125 projects in rare disease since 2012





GLOBAL VALUE DOSSIERS (AND iGVDs)

VALUE STORY SLIDE DECK AND STORYTELLING

AMCP DOSSIERS AND HTA DOSSIERS

ANIMATIONS AND SOCIAL MEDIA

OBJECTION HANDLER

IPAD BUDGET IMPACT MODEL

DESIGNED, PRINTED LEAVE PIECE

TRAINING

VALUE COMMUNICATION

Internal stakeholders

Healthcare providers

Payers

Patients

Value Communication

Global reimbursement dossiers

Global value dossiers

AMCP dossiers

Evidence dossiers for pharmaceuticals, devices, digital therapeutics

- At Clarivate, our team of scientific medical writers have extensive experience in the creation of evidence dossiers. We create global reimbursement dossiers, aligned with the needs of the major HTA authorities, and global value dossiers, used to support a range of access-related needs.
- Clarivate has been writing evidence dossiers since 1995 and manage all aspects of the dossier in-house. Our team includes 17 medical writers, all of whom have advanced scientific degrees. We engage with our designers to ensure a professional, elegant look and feel.
- We have developed an interactive Global Value Platform, built specifically to help our clients manage affiliate access to their evidence and value messaging.



Our differentiators

- Our clients tell us that they most value our accuracy, our flexibility, and above all our willingness to engage thoughtfully and boldly rather than mechanically – for example challenging positioning or evidence-inclusion decisions, in the pursuit of the most successful final deliverables.

Key success factors for an AMCP dossier that will maximize formulary coverage

Our experience writing AMCP dossiers has allowed us to compile the following key success factors

Dossier content and style

- A good understanding of the AMCP process (how the dossier will be used), template and content is important.
- The clinical and economic evidence should be presented to clearly communicate the product value, while recognising that the dossier should not have a promotional feel. This depends on making bold decisions to focus on the most relevant evidence. Section 5 should be used to provide summaries of trials that are not important to cover in full; i.e Phase 2 trials, or trials in populations outside the target reimbursed population. Full transparency is ensured by clearly referring and hyperlinking to Section 5.
- Strong commitment to succinct, accurate writing for an AMCP dossier avoids alienating the reader. In practice this requires careful QC by a secondary writer. Listing of similar supportive data should be avoided, in favor of carefully referenced summaries and ranges. This takes more time for the writer to write, but much less time for the reader to read.
- Use of tables and figures lightens the burden on a reader; by referencing tables and figure early in summary text this benefit is maximized - the option to skip text and review a summary table is clear to the reader before rather than after ploughing through it.

Process

- However clear and compelling the dossier, if it is not available when the formulary decision is made it cannot influence access. Accordingly, the dossier must be started early, and timelines respected, by reviewers and writers alike; the dossier must be available within days of label approval.

Relationship between client and vendor

- A good AMCP dossier team will have the confidence to challenge the client's assumptions around messaging or evidence-inclusion. The passionate belief in a company's asset, and immersion in the data can distort perceptions. A confident medical writer who is willing to 'spar' can correct this bias. Acknowledging a weakness opens the door to sharpening a message.

Value Communication

Payer value proposition development

Payer-facing value story slide decks

Flashcards

E-detailers

Payer value propositions

Bold engagement with your evidence to create robust value stories

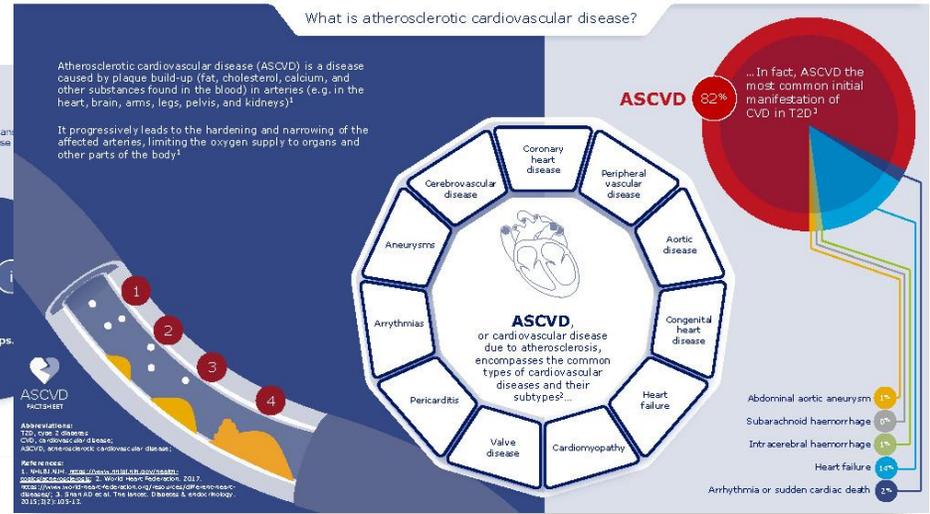
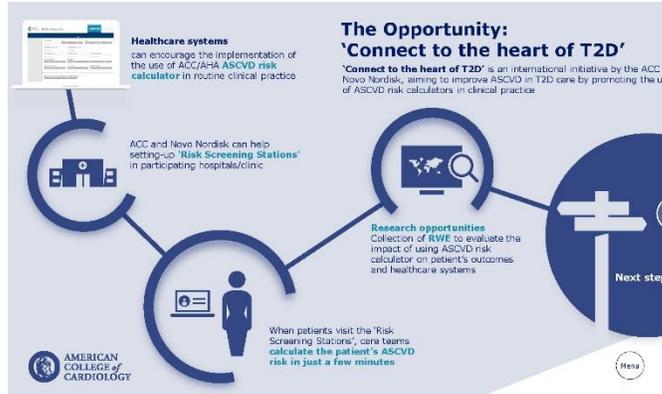
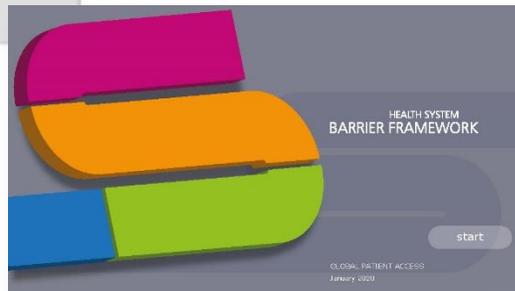
- Clarivate has been developing impactful, compliant, evidence-based value messaging for top 20 pharmaceutical companies for more than 20 years
- We create value stories that resonate with payers, while meeting the highest standards of compliance based on:
 - Deep understanding of payer behaviour
 - more than 100 primary research engagements
 - decades of payer landscaping experience
 - Confident engagement with evidence
 - experienced scientific writers with health economic training
 - a commercial mindset
 - Ability to engage pragmatically in fields where evidence is sparse
 - Seamless integration of graphic design



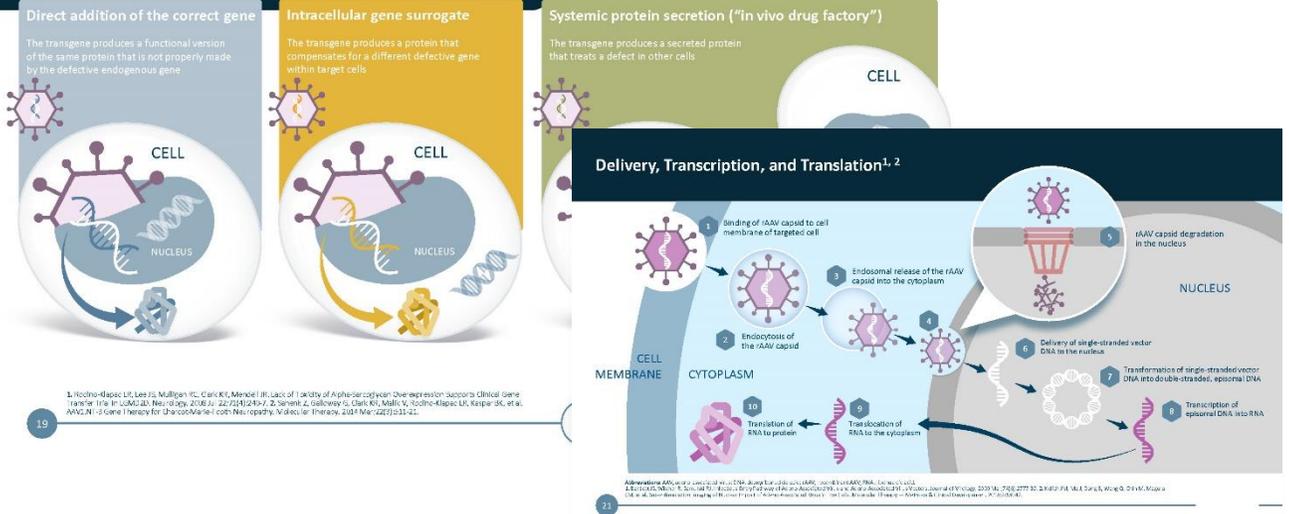
Our differentiators

- Our value communication specialists are known for the fusion of robust science with impactful design
- We take a partnership approach; grappling with your commercial context and evidence to provide bold advice

Examples: Payer value propositions



In Vivo Gene Transfer Methods^{1, 2}



Value Communication

Objection handling

Storytelling workshops

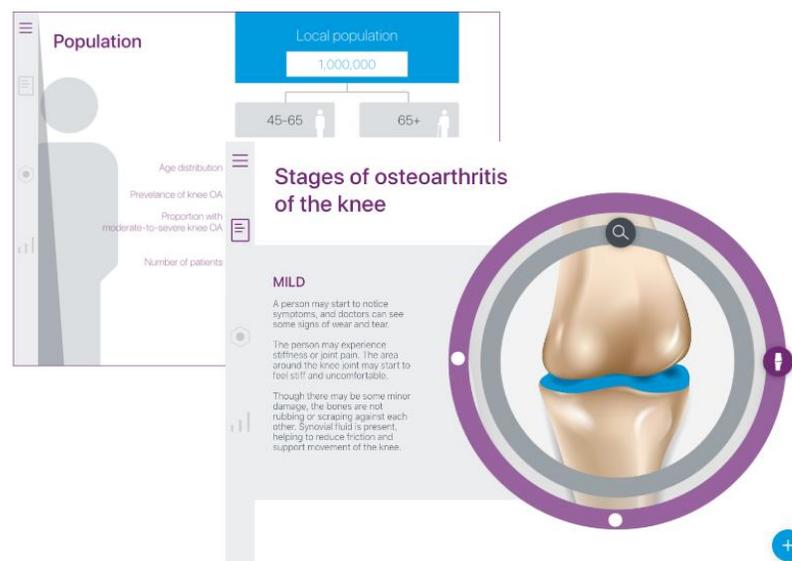
Training

iPad field tools

Local affiliate & field force support

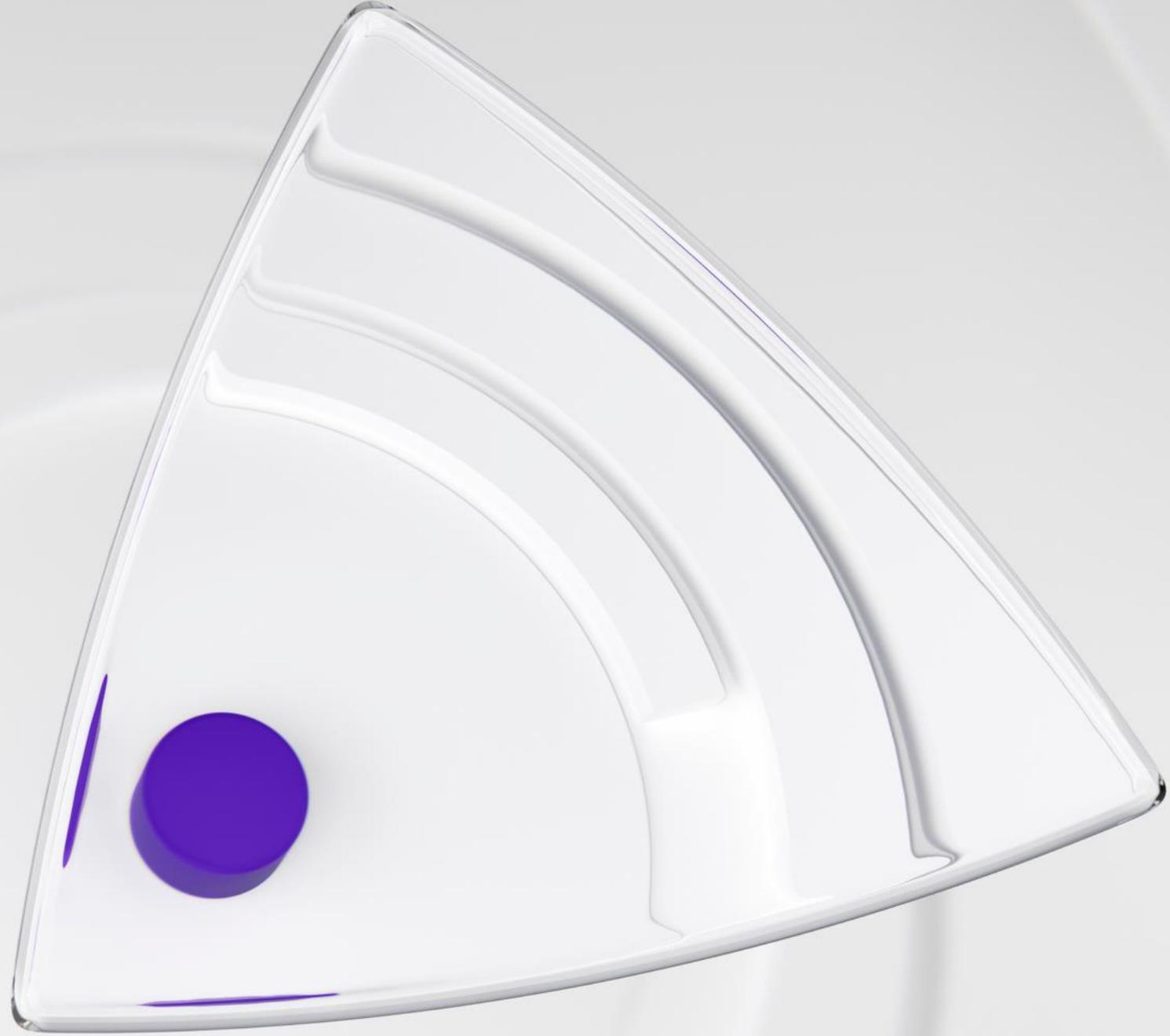
To maximise patient access, affiliates and field teams need the strongest, evidence-based answers possible, excellent training, and payer-facing tools that endow confidence

- We develop objection handlers covering scientific, clinical and economic questions
- Increasingly, we are asked to equip MSLs with economic answers, tailored for provider questions
- We run virtual and F2F training workshops to achieve alignment and build confidence
- We create digital (iPad) field tools to facilitate payer engagement



Our differentiators

- We are renowned for creating tools that generate pride and confidence in those who use them



Digital applications

Take control of global value dossiers



Globally accessible, centrally administrated
Fully searchable & filterable
Creation of custom GVDs from any existing core GVD
Keep track of the evolution of your GVD with version history
News & updates resource for on-boarded GVDs
Integrated usage analysis and statistics

Keep content accurate with updates that merge with custom dossiers and are instantly available to your user group

iGVD transforms how you manage your GVD and allows your affiliates quick easy access to GVD content

BIM

Budget impact model

demonstrate the value of your product and facilitate improved payer engagement

An essential part of your market access tool-kit

Communicate your product's value with impact
Compare different scenarios over a chosen time horizon
Generate customised summary reports to leave with payers
Adapt for different markets and reach more local stakeholders

1 INTRODUCTION

2 MODEL CONFIGURATION AND DATA INPUTS

3 RESULTS / CONCLUSION

4 SUMMARY LEAVE-PIECE

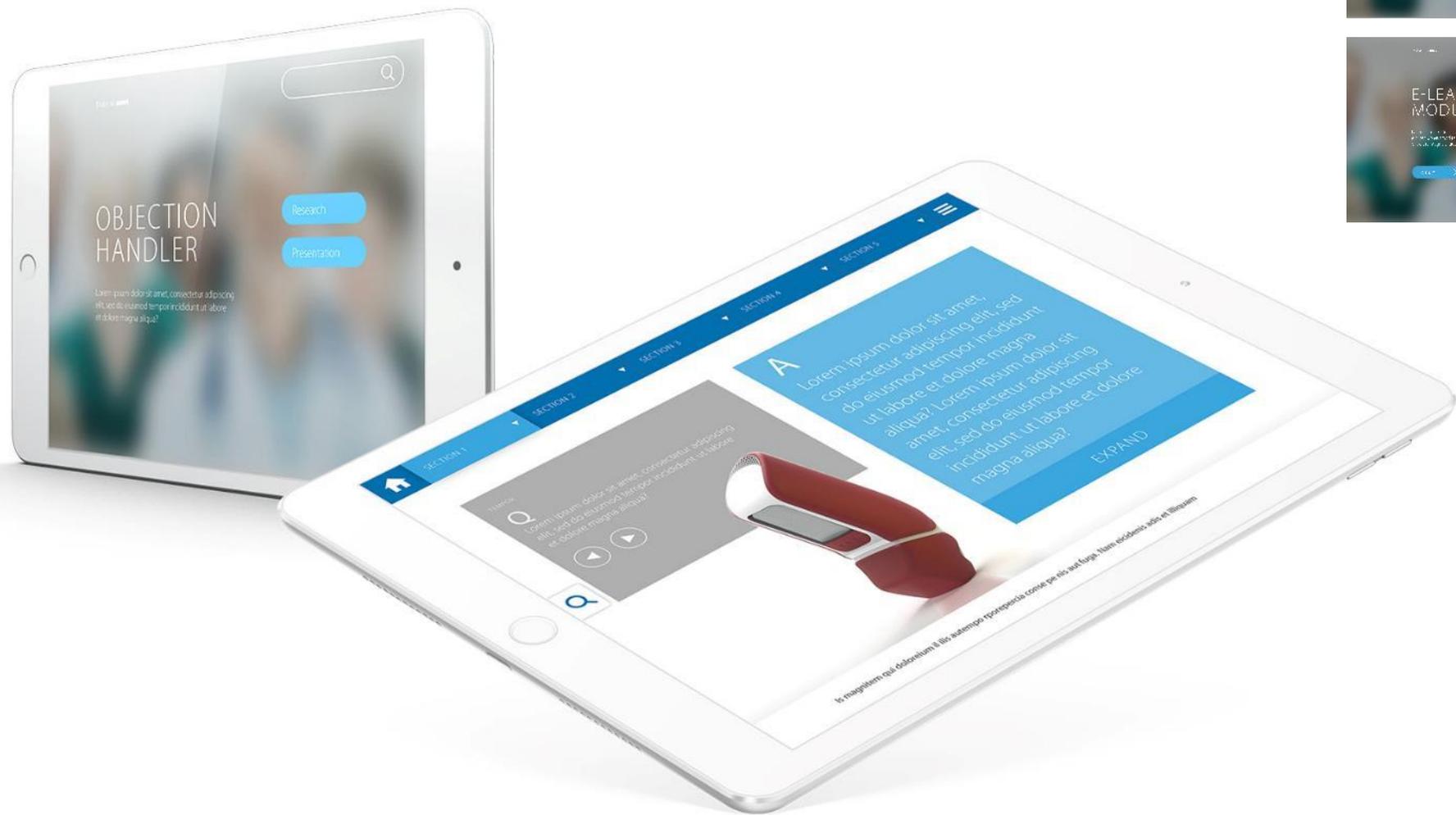




Engaging budget impact models



iPad cost reimbursement models



iPad objection handler

Creative e-learning solutions



Value Communication

Clarivate experience developing value communication toolkits for pharmaceuticals, devices and digital therapeutics

- Clarivate has been supporting our clients with the development of value communication materials for more than two decades. The table below describes a selection of such engagements. Each of these suites of work has extended over several years, with new tools being commissioned based on client satisfaction with excellent deliverables, reliability and strong partnership working.

Engagement	Year
<p>For this company's major new launch in diabetes, Clarivate has created a full suite of value communication materials to support internal alignment (Global HQ and affiliates), and field communication (payers and policy makers). We have developed the value proposition as well as designing the materials. These tools have included the following:</p> <ul style="list-style-type: none"> Global value dossier and value story slide deck Value communication playbooks AMCP Dossier Objection handler Patient video testimonials Excel and iPad BIM E-learning materials (HEOR methods, including health economics and stats) 	2018-2020
<p>Over several years we have developed a suite of materials to support this medical device company with value communication around their digital device.</p> <ul style="list-style-type: none"> Development of value messaging and NAMCP dossier iPad budget impact model to support local market access for the UK, Canada, US and Europe. Interactive training tool to educate internal stakeholders around the clinical trial programme and evidence for this company's portfolio, and competitor devices 	2016-2020
<p>Over two years we have supported the development and implementation of the communication strategy for 2 technology platforms and 2 brands</p> <ul style="list-style-type: none"> Strategic launch plan Global value dossiers Value story slide decks Conference presentations and posters 	2018-2020
<p>For this company's 6 major brands in diabetes and obesity we have created the following value communication tools/initiatives:</p> <ul style="list-style-type: none"> Storytelling workshop Value communication slide decks (focus on specific trials, data or themes – e.g. RWE) Payer leave-behinds Training materials (for affiliates and field teams) 	2012-2020

CLIENT