



Overcome European Market Access Challenges...

...with Vintura's Payer Network

**VINTURA**

Vintura has an extensive network of European (ex-)payers...



UK

- Ex-NICE members
- Ex-SMC members
- Ex-CCG members
- Ex-NHS Specialized Commissioning



FR

- Ex-HAS members
- Ex-CEPS members
- Hospital financial directors



ES

- Ex-national (DGFPS) payers
- Ex-regional payers



IT

- Ex-AIFA members
- Ex-regional payers



SE

- Ex-TLV members



NL

- Health insurers
- Health Economics experts
- Hospital financial directors



DE

- Ex-IQWiG members
- Ex-G-BA members
- Ex-GKV-SpV members
- Sick funds



BE

- Ex-RIZIV members
- Ex-CTG members
- Health economics experts

- \\ Vintura has a network of 100+ European (ex-)payers
- \\ Our network covers national and regional (ex-)payers, proxy-to-payers, hospital payers and health economics experts

...which can be leveraged for a wide range of market access projects

EXAMPLE MARKET ACCESS TOPICS TO DISCUSS WITH PAYERS



PHARMA PRICING AND INNOVATIVE PRICING MODELS

- Understand the most optimal pricing and reimbursement strategy for a new product
- Validate payer interest in innovative pricing models
- Understand how payers and pharma can work together on innovative pricing models



VBHC

- Understand the payer interest in value-based healthcare (VBHC) propositions
- Identify payers who are willing to partner on VBHC solutions
- Perspectives on the role of payers and pharma in VBHC



VALUE STORY AND MESSAGING

- Translate clinical and economic outcomes into attractive payer value story
- Develop value story and messages in collaboration with payers
- Tailor value messages towards country-specific requirements and preferences

Developing a European VBHC strategy for payers in co-creation with internal and external stakeholders (1/2)

DEFINING THE EUROPEAN VBHC PAYER STRATEGY



Our client is a global pharma organization and one of the front runners in value-based healthcare (VBHC). Our client realized that healthcare systems are becoming increasingly integrated and so are the stakeholders involved. They wanted to leverage VBHC in order to substantiate their relationships with payers.

Vintura was asked to help develop a VBHC strategy based on:

- \ Market and payer VBHC readiness
- \ VBHC needs
- \ Willingness to partner with pharma

OBTAINING EXTERNAL STAKEHOLDER PERSPECTIVE



The three key elements addressed in the VBHC strategy are:

- \ Which markets to focus on
- \ What propositions to deliver
- \ How to organize in order to deliver

To create maximum organizational buy in, developing the strategy and roadmap was done in co-creation with our client in multiple working sessions. To ensure the strategy was evidence based these sessions were fuelled by external insights obtained through payer interviews, payer surveys, and a payer advisory board including insights from 9 European markets.

- Payer research approach -



Payer phone interviews



Payer survey



Payer Advisory Board

Developing a European VBHC strategy for payers in co-creation with internal and external stakeholders (2/2)

INTERNALLY AND EXTERNALLY VALIDATED STRATEGY AND ROADMAP



Based on this project our client now has:

- 1) A clear view on how to strategically leverage VBHC towards payers in order to realize their ambition and increase trust and collaboration with this stakeholder group.
- 2) A roadmap including next steps to be taken internally and externally to realize the strategy.
- 3) Insights on how to optimize current VBHC propositions and how to make them more relevant for payers.





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