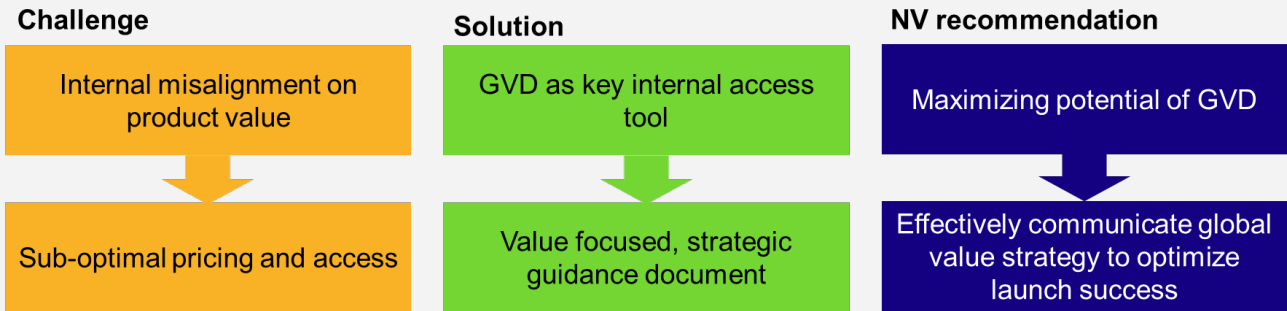




Value Strategy: What Challenges do the Global Value Dossier Solve?

At Nexus Values we believe that the Global Value Dossier (GVD) is a critical internal alignment tool that if effectively developed will enhance your market access success

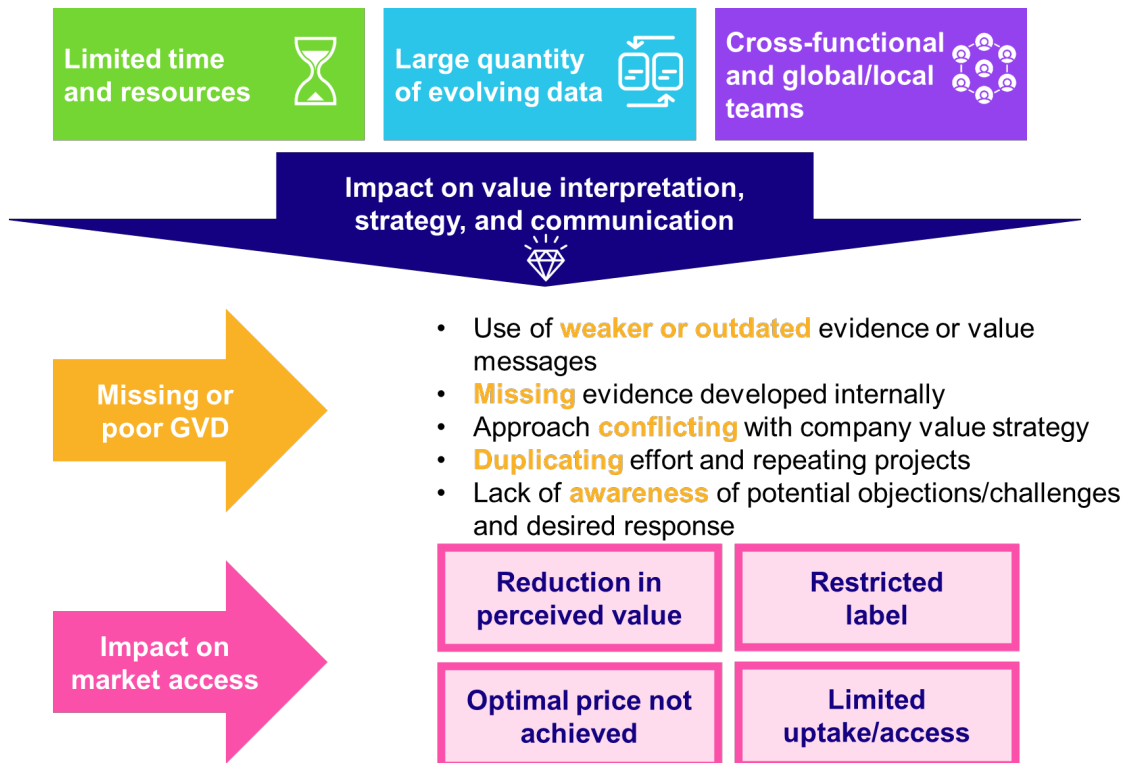
NV Highlights



The Challenge

When preparing for launch there is often a large quantity of information available, many disparate teams working independently, different priorities, and limited time and resource. Add to this the difficulty of storing and sharing the latest information across teams (as well as maintaining version control) then the problem is clear – there is a real risk of misalignment on product value.

Despite variations across markets, there will always be **underlying drivers that should stay central to the value story**. The independent seeking of reimbursement at the local level without an overarching plan or framework is destined to fail. Inconsistent external communications on value will lead to confusion and dilution of product value, leading to an unnecessary and preventable reduction in perceived product value by key decision makers.

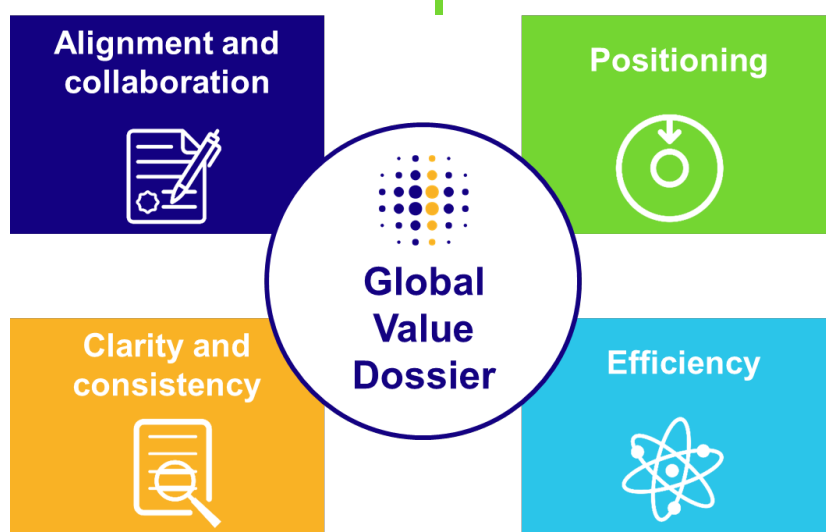


Value can be interpreted differently by different people and without a **clear, consistent core value story** that is understood and communicated by all team members the **product will not achieve optimal pricing, reimbursement, or access**.

The Solution

The GVD acts as the **central guide** to the value strategy for the product and indication, effectively addressing these challenges. The GVD ensures that the global team can provide the **holistic product value messaging** that is then **applied in each local market** in an efficient and consistent way and gives the high-level clinical and economic data that should form the basis of any local submission.

- With the GVD as a common resource capturing the product's value proposition, key value messages, and supporting data, the risk of different teams in different functions or locations independently creating their own idea of product value is avoided
 - The GVD is a medium to foster collaboration and information sharing during development
 - Not only is this more efficient but an aligned team pulling in the same direction is much more effective — and more likely to achieve success
- Many questions on product positioning can be resolved through the process of GVD development — the process is as valuable as the end product for optimising positioning
 - While there will be modifications to the global plan within the local market strategy, it is crucial to make a conscious and informed decision to deviate, and using the GVD to raise challenges and issues can benefit the wider team who may come across a similar situation



- A product should have a consistent value story communicated externally across stakeholders and markets, otherwise there may arise a lack of trust in the claims being made and confusion over what the true value really is
 - The inherent value of the product stays the same, even if the different value attributes vary in importance to different stakeholders, and a lack of consistency impacts on product integrity
- When used early in launch preparation, the GVD can prevent multiple teams pursuing similar activities in parallel, or work being undertaken that does not contribute to the agreed value and positioning for the product
 - Especially when time and budget are limited, a GVD can provide the framework for launch that ensures all teams are working to the same plan and maximises the return on investments in the run up to launch and beyond

What this Means for You

Overall, the GVD allows a product's value story to be **understood and communicated consistently** by all teams in all locations, using the same data and aligned language – and it does this in an **efficient way that is easily accessible and can be regularly updated and evolved**.

Developed effectively, the GVD is much more than just a tick-box activity as part of the access toolkit or an unusable encyclopaedia of data. The **dynamic nature of the GVD** means there is the **opportunity for collaboration**: to seek feedback, hold internal workshops, conduct payer testing, all of which will ensure the evidence being generated is focused, evolves, and strengthens the value strategy over time. The GVD is therefore a **crucial strategic tool** for achieving market access and maintaining or expanding position post-launch, and needs to be developed by experts with experience in value strategy and value communication.

For a discussion of your Global Value Dossier needs please contact Ebony at ebony.samuels@nexusvalues.com or Michael at michael.tang@nexusvalues.com