



Market Access illuminated by authentic NHS insights

EVIDENCE



VALUE & ACCESS



COMMUNICATION



INSIGHTS...

We work directly with NHS decision makers to provide contemporary, accurate and practical input and strategy

EVIDENCE...

Plan, execute and implement evidence generation activities to support your access strategy

VALUE & ACCESS...

Understand the value of your product, develop robust access and pricing strategies, and develop and validate value propositions

COMMUNICATION...

Prepare HTA submissions and economic evaluations for product adoption and create engaging, interactive digital communication tools

NHS INSIGHTS AND INTERACTION

FRONTLINE EXPERIENCE DAYS

| *See the challenges first-hand*

Visit clinical and managerial NHS staff in their places of work to better understand a service or therapy area. See first-hand the challenges they face in ensuring access to treatment.

ONE STEP AHEAD

| *Gaining a tactical advantage*

A comprehensive update on the latest political and strategic changes within the NHS. Contextualised to reflect your product portfolio and designed to inform tactical improvement.

MEET & MOVE FORWARD

| *Expert focus group*

Meet experts with commissioner, provider and patient roles in the NHS. In a facilitated group discussion, collaboratively develop steps to move forward with your market access strategy.

FOLLOW THE MONEY

| *Financial flow analysis session*

Explore the key factors and financial flows that drive decisions in your service or therapy area. Work with our NHS experts to identify the real reasons why decisions are made.

CONNECTED INSIGHTS

| *Discover the health economy intelligence platform that's transforming market access*

Strengthen relationships with healthcare decision makers by delivering valued insights that offer a multi-dimensional view of their environment.

Identify and explore areas of unmet need when you connect, build and distribute health economy dashboards on Connected Insights.

Contact us today to arrange a demo.

WWW.CONNECTED-INSIGHTS.COM



Illustrate need ? Enable change ? Develop partnerships