

Market Access Services

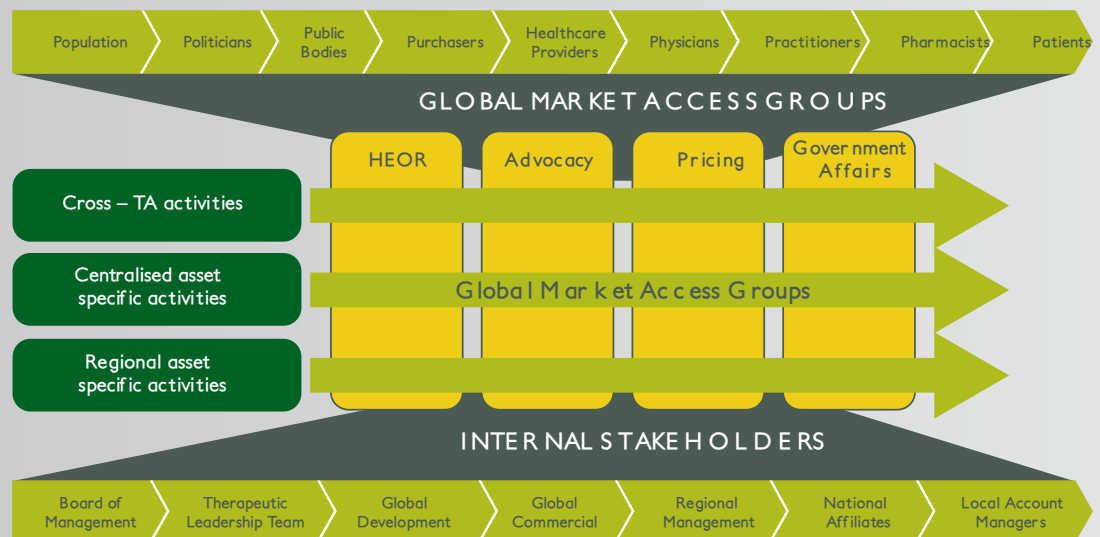
Helping our clients improve patient outcomes worldwide

Market Access has become one of the most in-demand functions of the healthcare industry owing to the growing scrutiny of new products by key decision makers and payers.

At Kinapse we help our clients to communicate and deliver treatment value through understanding the cost-risk-benefit triangle, so that they can increase reimbursement opportunities and patient access while optimising price and uptake of healthcare products and services.

Kinapse helps identify and implement required Market Access capabilities and resources.

Market Access strategy should be built from 4 key disciplines, i.e. Health Economics and Outcomes Research (HEOR), Advocacy, Pricing and Government Affairs and implemented at 3 levels, i.e. through cross-TA activities, centralised asset-specific activities and regional asset-specific activities.



At Kinapse, we work with our clients to:

► Build industry-leading Market Access functions:

We help clients design Market Access structures and interfaces which support organisational objectives, and identify the optimal level of resourcing to deliver value. Kinapse is well placed to provide these services because we understand through our own coverage of the pharma development and commercialisation value chain, the needs of our clients internal stakeholders.

► Demonstrate positive health economic benefits and secure uptake:

To achieve positive pricing, reimbursement and access outcomes, pharmaceutical products and medical devices must now demonstrate economic value, beyond clinical efficacy and safety. Kinapse brings deep understanding of and effective networks in our "home markets" of UK, Europe and India, whilst leveraging our partner presence in the Middle East, Asia Pacific and Latin America to deliver on projects in emerging markets.

Expertise ► Collaboration ► Innovation ► Results

Market Access Services

Building strategic capabilities in country-level

HEOR teams: Kinapse assisted a top-10 pharma company define and establish HEOR capabilities and interfaces in country-level teams which enabled them to anticipate customers' needs and give strategic input into Development decision-making

Practical Experience in Emerging Markets:

Kinapse has facilitated dialogue between a top 5 Global healthcare company and the Ministry of Health of a developing Asia Pacific nation to investigate the feasibility of HTAs as a means to invest in healthcare appropriately

Kinapse provides life sciences Consulting and Outsourcing

The Kinapse advantage

- Experienced and expert team
- Proven onshore-offshore delivery model
- Deep industry knowledge and technical acumen
- Collaborative working style

Kinapse services in Market Access include:

Consulting

Organisational Strategy Consulting

- Organisation and Interface design
- Integrating Market Access into Development planning
- Resource planning and management
- Performance management including scorecard and benchmarking
- Market Access capability building across functions, regions and affiliates
- Training and education design and delivery
- Change and program management

Product strategy consulting

- Market Access product strategy
- Decision-maker and market analyses
- HTA Intelligence updates

Outsourcing

Market Access Outsourcing Services

- Literature reviews
- Manuscript writing
- Value dossier development
- Poster or slide development for scientific presentations
- Market Support collateral with HEOR focus
- Sales force training material

Contact Information

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Gavin Outteridge

Gavin leads the Kinapse Market Access service line and, since joining Kinapse from Pfizer in 2005, has led a variety of Market Access organisational strategy projects for major global healthcare companies, in addition to a range of market- and product-specific work, with a focus on access in emerging markets.

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Henrike Grund

Henrike has 7 years of life-sciences experience. She has consulted in Market Access and HEOR functions in a range of top-10 and medium-sized life-sciences companies.

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Collaborating with our clients to innovate for exceptional results

www.kinapse.com

