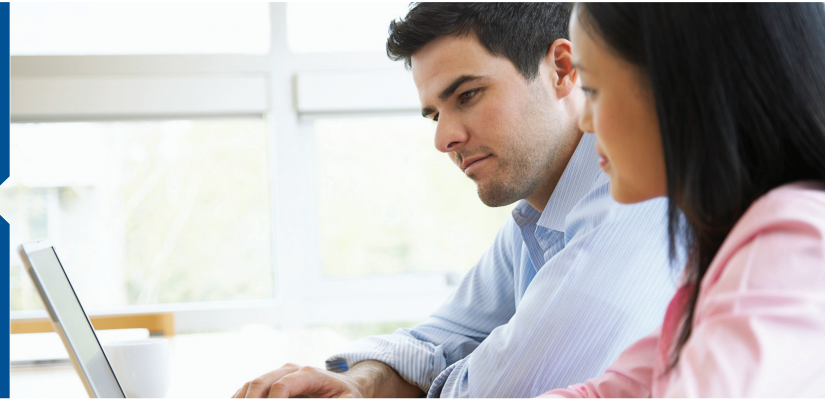


Optimizing Product Success with a Robust Value Platform

Defining Value



Multiple Payers, Different Values

It's no secret that payers in both the U.S. and Europe are intensifying their pressure to control the cost and utilization of biopharmaceutical products. Simply put, they're demanding more and better proof of value.

To further complicate matters, multiple payer types, operating in multiple systems, all define value differently and are continually developing new methods and tools for evaluation.

Among the many salient determinants of value are the prevalence and seriousness of the indication, the availability of alternate therapies, comparative economics and even the type of system in which the payer operates. For instance, in the employment-based managed care payer systems in the U.S., providers tend to measure value over a one- to three-year period, while government payers in Europe tend to consider value over the patient's lifetime.

Market Access, one of the many Consulting services available from Quintiles, stands ready to help you navigate the value substantiation process, from developing and demonstrating your product's value platform to winning a preferred position on payer formularies and negotiating pricing and reimbursement contracts.

First, Choose the Right Metrics

Our Consulting services offer unequalled insight into pharmaceutical markets worldwide, through the resources and vast clinical and commercialization knowledge base of Quintiles. That means we can help you identify the most relevant value domains and tailor both your product and your development of evidence to demonstrate an effective value proposition.

From Strategy to Real-World Execution

Our strategic thinking goes hand-in-hand with the real-world, highly competitive mindset of our clinicians, epidemiologists and commercialization specialists. Additionally, our global presence and experience across stakeholders provides accurate local information and unmatched global insights, critical to making global decisions.

The earlier we start thinking with you about value issues, the more we can do to ensure you have the right product, the right value proposition, the right evidence to support it — and above all, a thoroughly persuasive presentation that will resonate with the right managed market gatekeepers.

So involve us early on, and take the most direct route to market access.

Consulting services from Quintiles can help you design and build your value platform to optimize product success.

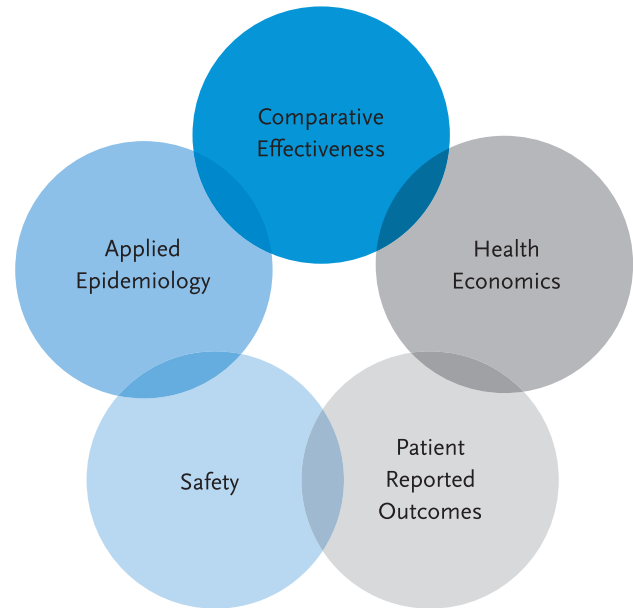
The Right Tools Always at Hand

Quintiles offers a wide range of tools to help you define, measure and communicate value to payers:

- > *Market forecasting and scenario planning*
- > *Health economic evaluations and health technology assessments*
- > *Comparative Effectiveness and Outcomes research study design and implementation*
- > *Applied epidemiologic investigations*
- > *Pricing and reimbursement strategy and support*
- > *Value dossier development and negotiation*

Product Value Domains

Consulting services from Quintiles can help you determine early on which value domains will resonate best with different stakeholders and help adapt your clinical development program to collect the data you need to prove value and win a preferred position on formularies.



Consulting Services

Building on the global strength of Quintiles, our consulting practice areas include Product Development, Commercialization and Regulatory and Quality.

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