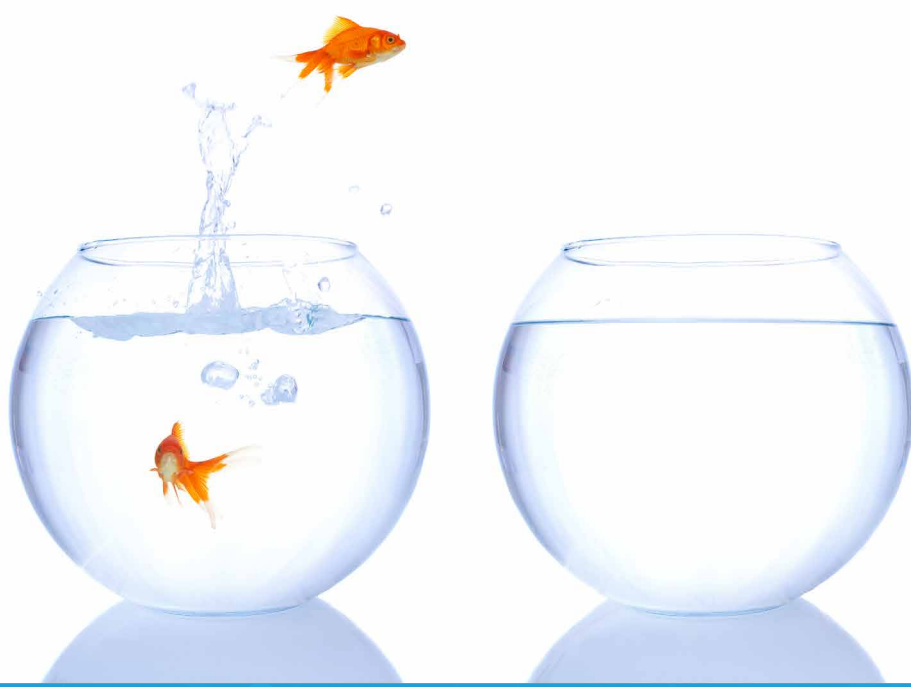


Use Case



Value Evidence Communication Value Dossier

The Purpose

The Value Dossier is a core document developed to convey the product value story. It is a strategic tool which unites a product's clinical and economic evidence base and serves as a resource for alignment between internal and external communications.

About the Client

 **INDUSTRY**
Mid-size Pharma

 **LOCATION**
US

 **Therapeutic Area**
Nephrology

Client Requirement

To develop a document which clearly and effectively presents the product's evidence repository and aligns multiple stakeholders across the organization.

The Anlitiks Approach

Limitations
of current
treatment
options

Unmet need
to be addressed
by the product

Clinical superiority
of product over current
treatments

Value Message

Clinical and
economic
consequences

Clinical outcomes
and costs that can be
offset by product

Added clinical and
economic value to
the health system with
product use



Literature Review

Protocol for search strategy created

Relevant data on burden of illness identified



Post-hoc analyses

Understand clinical trial data

Identify key value drivers

Conduct analyses and report results



Discussion with Key Stakeholders

Share results of post-hoc analyses

Include suggestions for revamping value story

Gain approval from key internal and external stakeholders



Value Dossier

Create outline of value story

Gather clinical and economic evidence to support value messages

Adapt to AMCP format for formulary submission



Payer Response Document

Develop a list of questions and use key supporting evidence in responses to the expected queries

Anlitiks' Contribution

- Anlitiks developed a tool to support product launch and encompasses the supporting evidence needed for market access and achieving reimbursement.
- The document is the single source of information for payers and formulary decision-makers and helps ensure internal communication and alignment of the product's value strategy.

 www.anlitiks.com

Welcome to Anlitiks. We believe patients should be given access to the products and medicines they need to achieve optimal health. Together with our clients, we are committed to transforming complex research into messaging that incorporates value-based evidence and strategy.

Our goal is to help our clients build and methodically capture their tangible value and insights for dissemination, while optimizing their commercial success.

 contact@anlitiks.com