

PRODUCTS



Deepest insights on your most pressing market access needs

Health Strategies Insights by EVERSANA gives you an advanced set of capabilities, frameworks, and methods. These are all derived from a robust stakeholder panel, providing critical answers to your specific payer marketing and market access questions.



INTELLICENTER™

ACCESS EXPRESS™

CUSTOM PROJECTS

Unrivaled Key Customer Panel

Health Strategies Insights' panel includes 23 of top 25 health plans, regional plans and several hundred ACOs and IDNs. We survey and/or interview several executives from all market access customers EVERYDAY.

Our Key Customer Panel includes relevant customer segment experts, such as: MCOs, PBMs, IDNs, specialty pharmacies and ACOs.

- Pull-through on actionable and data-backed insights with confidence
- Ensure relevance, utilization, and actionability from insights
- Gain access to an advanced set of market access frameworks, and methods
- Deliver innovative and forward-looking strategies
- Navigate the interconnected organizations that manage access and payment
- Optimize reimbursement and market access of both launch and in-line products

Our Key Customer Panel includes:

4,000

Ppl from Health Plans

2,900

Ppl from Integrated Delivery Networks (IDNs)

1,600

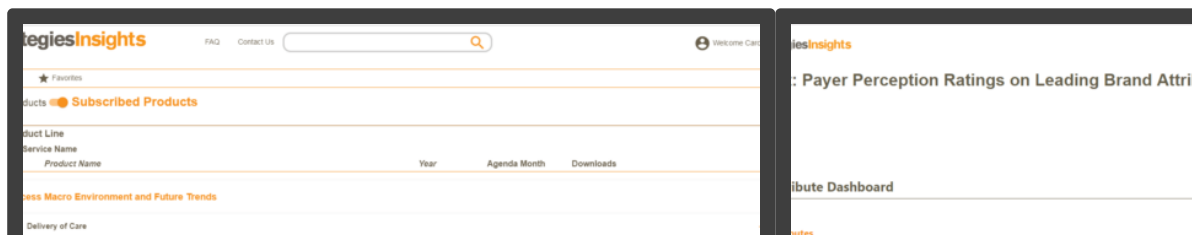
Ppl from Oncology Centers

500

Ppl from Pharmacy Benefit Managers (PBMs).

[REQUEST A MEETING](#)

(click to enlarge)



IntelliCenter™

Advanced Market Access Knowledge Answers Your Specific Questions

Our thought-leading experts just launched our new, groundbreaking intelligence platform, IntelliCenter™. This platform gives you a data-driven, evergreen, advanced set of market access knowledge, trends to provide critical answers to your specific market access questions.

- Anticipate how the macro environment and future trends will affect access
- Identify current and future opportunities and risks for your brand
- Develop or adjust access strategies for your brand
- Build programs that optimize your brand's access
- Benchmark your team's performance against competitors on the competencies and attributes that lead to stronger MCO and IDN customer relationships

Whether you would like to download your information in Powerpoint, Excel, or even Raw Data Tables, our easy to use, dynamic portal gives you what you need when you need it.

REQUEST A DEMO

Access Express™

Quick, Credible Answers to Your Time Sensitive Questions

With Access Express, you can ask up to 10 questions to payer stakeholders in the US and EU5, and get results in just a few days.

We currently offer access to 4 of our nurtured panels where payer stakeholders have been pre-screened for their decision-making influence, experience with P&T committees, and knowledge of the life sciences market.

- Test business assumptions before committing extensive resources on larger, custom research
- Evaluate products for in-licensing or portfolio prioritization
- Optimize reimbursement and market access of both launch and in-line products
- Check go-to-market strategies and payer messaging

For more information on how access express works: <http://www.healthstrategies.com/access-express-survey#>

Our 4 panels include:

US National Health Plans

Integrated Delivery Networks

EU5 National, Regional and Local Stakeholders

Oncology Centers

GET STARTED

Custom Projects

Brings an advanced set of global and bespoke market access capabilities, frameworks, and methods to answer your specific questions across the product lifecycle.

CUSTOMER SEGMENTATION

Behavioral and attitudinal segmentation of organized customers tailored to client-specific desired outcomes

PATIENT ACCESS AND REIMBURSEMENT REQUIREMENTS

Assessment requirements and opportunities for patient access and support via Hub or other programs

CUSTOMER RELATIONSHIP ASSESSMENT

Measurement of relationships with your customers and identification of drivers of productive relationships

OPPORTUNITY AND THREAT ASSESSMENT

Evaluation of the opportunities and threats presented by a specific macro-environmental or customer change and identification of strategies to ensure future success

VALUE PROPOSITION ASSESSMENT

Identification and testing of the optimal value proposition of a product/compound with market access stakeholders

CUSTOMER PROGRAMS AND RESOURCES

Identifying the optimal programs and resources for payer access and relationship development

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FEATURED CONTENT

Is your biosimilar product on the payer radar?

Posted by Health Strategies Insights Team on April 22nd, 2019

| Prioritization of biosimilars now and in the future | | | | |
|---|--------|---------|-------|-------|
| | France | Germany | Italy | Spain |
| | Rank | | | |
| Adalimumab | 1 | 1 | 1 | 1 |
| Bevacizumab | 4 | 4 | 4 | 4 |
| Rituximab | 3 | 3 | 2 | 3 |
| Trastuzumab | 2 | 2 | 3 | 2 |
| Adalimumab | 2 | 2 | 2 | 2 |
| Bevacizumab | 1 | 1 | 1 | 1 |
| Rituximab | 4 | 4 | 4 | 4 |
| Trastuzumab | 3 | 3 | 3 | 3 |

g biosimilars are a current priority for you? Rank where 1=Highest priority, 2=Second highest priority, 3=Third highest priority, and so on.

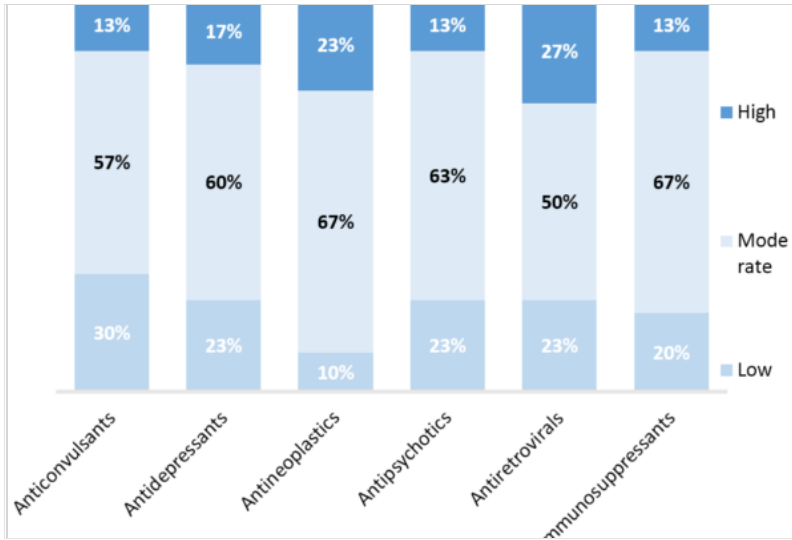
France n=10, Germany n=10, Italy n=10,
Source: Health Strategies Insights by EVERSANA, Access 1

Biosimilars have been eagerly awaited in many European countries to realize cost savings from the biologics budget. Gaining insight on how European decision makers are currently prioritizing these biosimilars and how they expect this to shift by 2023 will allow a better understanding of the strategies that may prioritize revenue sources, identifying specific markets and [...]

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How Could Policy Changes to Protected Classes Impact Part D Access and Contracting?

Posted by Health Strategies Insights Team on April 22nd, 2019



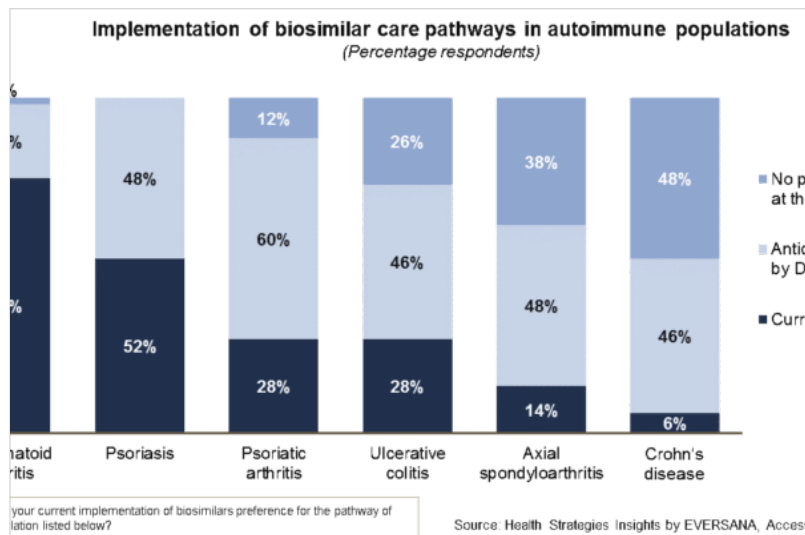
Biopharmaceutical companies should assess how changes to policy could affect their portfolios. In late 2018, the Centers for Medicare and Medicaid Services (CMS) released a proposal that would allow new exceptions to Medicare's "six protected classes" policy. It would give Part D plans the ability to restrict their formularies for the six protected classes—anticonvulsants, antidepressants, [...]

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ADDITIONAL CONTENT

Care pathways—do you know where your biosimilars are used?

Posted by Health Strategies Insights Team on April 22nd, 2019



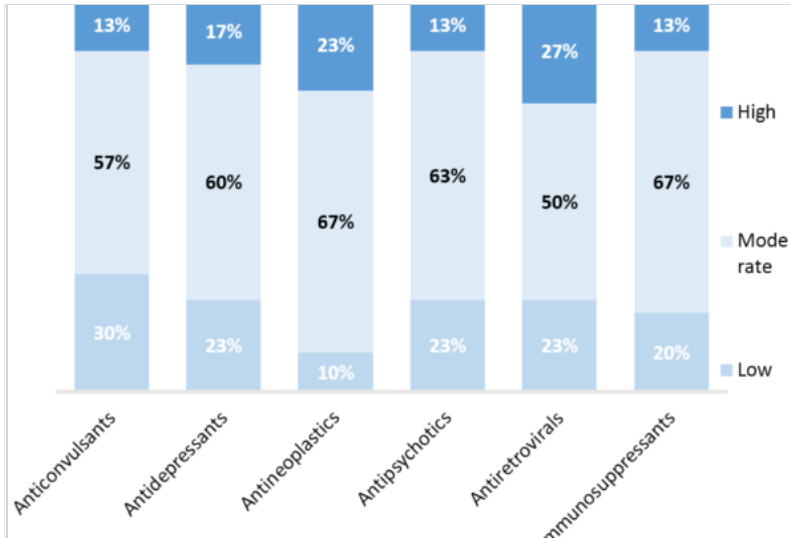
Biological therapies are often very expensive, putting pressure on healthcare budgets that are already restricted and potentially resulting in a decrease in patient access to treatment, in Europe biosimilar versions have been eagerly

awaited in many high value therapies in order to reduce costs and increase patient access. However, it is also clear that the [...]

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