

# Development of a value story, GVD, and payer materials



## CLIENT SITUATION

A global pharmaceutical company wanted to refine the value story for a product in development for irritable bowel syndrome, and to develop a GVD to support affiliates' HTA submissions.

## PRMA CONSULTING SOLUTION

### A focused value story clearly conveyed the benefits of the client's product

- The available evidence was reviewed and mapped to the value story to determine how well each value message was supported by the evidence, and where there were gaps.
- Evidence to fill the gaps was identified through a targeted literature search, and the value story was refined.

### The GVD informed development and launch programs in this indication

- A concise GVD was created, structured around the refined value story.
- The GVD was well received by affiliates for use in their local submission documents.

### Interactive payer materials helped the client anticipate payer objections and tailor discussions

- Potential payer challenges to the client's product and evidence were pre-empted in an objection handler document, which was tested in a mock HTA workshop.
- An interactive payer aid enabled affiliates to tailor discussions to individual payers, covering key information on disease burden, and clinical and economic evidence.



*Your unique selling point for the suite of projects is your ability to look across projects and create integrated, smart, strategic insights and recommendations.*

*Market Access Manager, top-10 pharmaceutical company*

Visit our website >>

+44 (0)1252 786284  
[info@prmaconsulting.com](mailto:info@prmaconsulting.com)

