

Client case study

How to provide compelling health-economic arguments to payers

1. Challenge

Delivering compelling health-economic arguments to payers and harmonising commercial activities.

2. Solution

An e-detailer with embedded calculators to bring numbers to life and personalise every conversation.

3. Impact

Better customer experience and communication of evidence-based value. Stronger market access and sales collaboration.

Strengthening payer communications

A top-10 pharmaceutical company, developing innovative oncology treatments, experienced challenges in delivering compelling health-economic arguments to payers - an increasingly important and fragmented stakeholder group. The company needed to deliver more compelling treatment stories, rather than meeting payers with Excel sheets. Also, the company wanted better alignment and harmonisation across commercial activities to secure consistent messaging.



E-detailers with embedded calculators

To achieve this, an e-detailer presentation was created together with the digital creative agency Anthill. Built on Agnitio's Rainmaker platform, this used embedded calculators to bring the Excel numbers to life.

The main objective was to tell the treatment story. So, the presentation was built on clear value propositions that enabled payers to easily understand the innovation's context. With embedded calculators, every conversation could speak to the specific situation of each payer - making the story both relevant and compelling. As always, what matters most are patient outcomes. This approach ensured that outcomes were central to the communication - continually demonstrating the value that the company was bringing.

All interactions were tracked, and data collected and fed back to the CRM system. In this way, market access could learn from every interaction, and sales were equipped with knowledge from the company's previous conversations with payers.

Finding the right solution for optimal oncology treatment.

"This approach enabled the company to position themselves as healthcare partners that first of all focused on ensuring optimal care for cancer patients. That proved to be very powerful!"

Sebastian Koelsch

Chief Solution Officer, Anthill Agency

Impact: improved payer communications

- Improved customer experience
 - Better communication of evidence-based value
 - Stronger cooperation with payers
 - Better alignment and information sharing between market access and sales teams
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Why Agnitio?

Agnitio's Rainmaker platform was selected because of its content flexibility and content management capabilities, whilst ensuring complete data tracking and reporting.

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Agnitio helps life science companies generate effective relationships with payers, medical professionals and their patients. Agnitio's software solutions are already implemented in more than 90 countries and 25 languages - and used by major pharmaceutical and medical device companies including: Bayer, LEO Pharma, Philips Healthcare, and Roche. www.agnitio.com