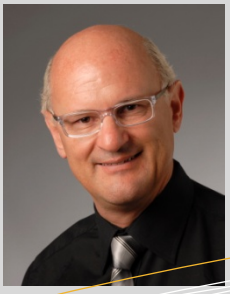


Kurt R. Müller
Managing Director

leverages 20 years+ in R&D, Biotech, Generics, Medtech, Policy and Managed Care for Payers. His working style identifies health care trends early and creates innovative health care solution in the area of Market Access and Reimbursement. He is an ISPOR and HTAi member and holds PhD, MS, BBA degrees.

Optimize your Market Access Process

We visualize dynamic cause-effect relationships and optimize efficiency by aligning market access understanding and activities. We generate new insights and reduce double efforts.

Evidence presentation on the Web www.basecase.com.

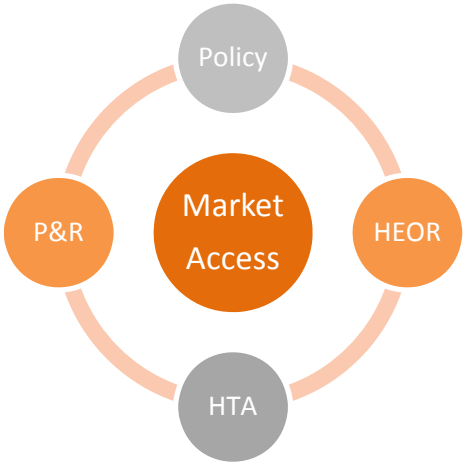
We are a certified solution provider for BaseCase and offering a modular approach to fully leverage the interactive iCloud technology in the Swiss market.

Value Based Selling

Discuss, generate and sell evidence. Be prepared for the new sales team requirements including contracting with provider networks.

Market Access Consulting

Linking Life Science with Health Care



Challenges

- The accepted value for money and the agreed level of innovation are now the drivers for P&R. Additional medical benefit must be clearly demonstrated with evidence from REA, CER, HTA, EBM research. Early benefit assessment will decide on price premium or generic price level.
- Countries are moving both on the continuum between Relative Effectiveness Assessment (REA) and Cost-Effectiveness (CE) and between External Price Referencing (EPR) and Value-Based Pricing (VBP).

We all agree: to develop a new drug, to prove efficacy in RCT trials versus placebo and to market the drug by a numerous sales team has become history. Soaring health care costs resulting from new technologies and demo-graphic changes have created a political environment of cost containment in almost all countries. Markets are affected by a continuous flow of supply and demand side policies including e.g. rebates & discounts, reference pricing, budget control, co-pay levels and generic promotion. The pharmaceutical- and medical device industries are getting dependent from regulators, payers and providers for R&D input, evidence generation and market uptake of new products. HTA requirement has emerged as an additional hurdle for health insurance coverage. Some countries base their reimbursement decision solely on the additional medical benefit provided; others consider cost-effectiveness as well. Personalized medicine combines diagnostics and pharmaceuticals. The level of unsuccessful treatments will be reduced but the smaller target population will ask for higher prices, especially in orphan drug indications and oncology. It is still challenging to switch discussions form product pricing to the social value perspective, especially if we consider acceptance of health economic studies. Competition between integrated health care provider networks will improve both efficiency and outcome while reducing costs. Therefore it is of utmost importance for the pharmaceutical industry to integrate their business into health care.

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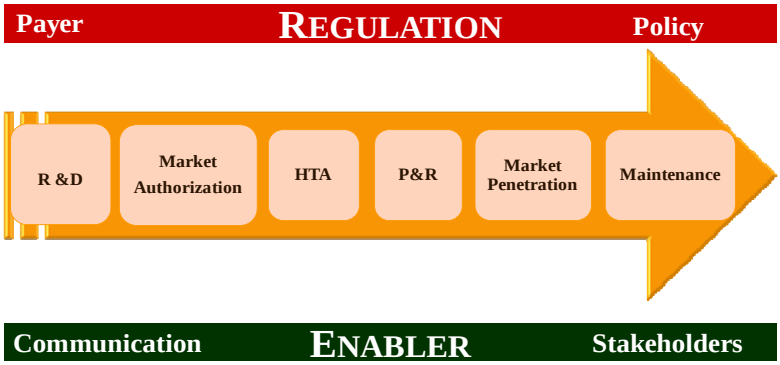
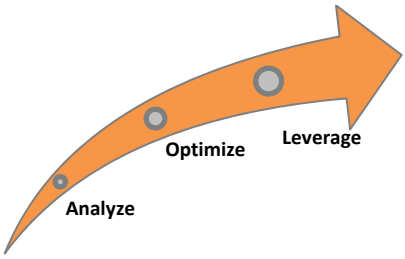
Leverage your data & product potential



Market access is expected to manage the entire pharmaceutical value chain: no single department can do that. Everybody has to learn, to contribute and to share. Market access is a mental platform – an attitude to work where aligned action is based on common understanding and networked thinking. The market access process is like incremental innovation – big results will come over time. The core principle of market access is to involve stakeholders, to learn what they need, offset their concerns with tailored data and help them later on how to use and control new treatment options.

OUR SERVICES



- We offer specific solutions tailored to the client's need.
- First we analyze and challenge both your data and value messages. Second we suggest modifications and leverage opportunities.
- Our strength is to modify and transform medical and health economic value messages to the payer and decision makers' perspective.
- We are bridging industry needs with health care requirements. Working with us will help you to integrate your business into innovative health care systems.

LET YOU BENEFIT

Ceiling product potential
Faster market penetration
Optimized product sales & profits
Timely access to know how
Resolving capacity constraints

Pricing and Reimbursement

We help to achieve early reimbursement and target pricing both for drugs and medical devices (DRG's). We modify and align payers and decision maker's value perception. In addition we help to defend price levels during the entire product life cycle.

Managed Entry

When it comes to uncertainty both in value and costs an innovative managed entry scheme may offer early market access. We help to design and implement it.

Payer Marketing

We help to engage, negotiate and cooperate with payers by managing their key concerns proactively e.g. budget impact, utilization control or outcome management.

Policy & HTA

We identify and evaluate international HTA's and policies and deliver meaningful arguments to support market access, pricing and reimbursement.

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