

Monthly Market Access Mondays

PRICING AND CONTRACTING (P&C) STRATEGIC INTEGRATION

BREAK DOWN SILOES

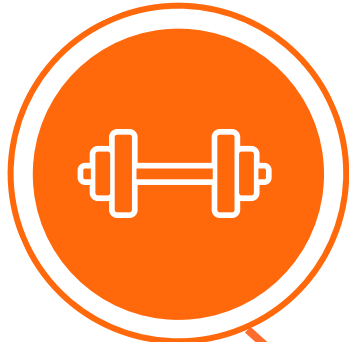
between all internal stakeholders
such as

Analytics
Brand Marketing
Payer Strategy
Pricing and Contracting
Sales

CONSIDER ENVIRONMENTAL FACTORS

that present challenging conditions
such as

Affordability Variability
Changing Price Drivers
Constrained Budgets
Evidence Requirements
Heterogeneous Patient Populations
US Healthcare System Complexity



**MICRO
PERSPECTIVE**



**MACRO
PERSPECTIVE**



UNDERSTAND P&C MODELS

and work with your agency partner to
evaluate

Modeling Tools
North Star Strategic Objectives
Qualitative/Quantitative Inputs

INCORPORATE VALUE ARGUMENTS

into your strategic planning and
use

Critical Economic Arguments
PIE Discussion Narrative Transitions
Unmet Therapeutic Needs

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The Kinetix Group (TKG) can help you build an **effective integrated pricing and market access strategy**! To ensure commercial success, we offer the following services and solutions.

Health System Integration

Expertise

Relationships

Persuasive Payer Value Story

Development

Execution

Pricing and Contracting Fluency

Internal Partners

External Partners