

EVIDENCE BASED RESEARCH THAT SHAPES DECISION MAKING

REIMBURSEMENT CONSULTANCY – FREQUENTLY ASKED QUESTIONS

1) Why is successful reimbursement as important as product registration?

Without product registration there is no product to sell; failing to achieve target reimbursement positioning and price, effective market access or experiencing prolonged reimbursement approval times, significantly damages planned revenues.

2) How does Heron approach reimbursement consultancy?

Heron has successfully integrated the principles of evidence-based medicine (EBM), health technology assessment (HTA) and in-depth understanding of healthcare systems to match and exceed the most exacting requirements of European reimbursement agencies. Our dossiers and positioning strategies do not just synthesise product information, they structure, validate and fit it to individual country requirements. Our experienced reimbursement consultants can then solicit payer opinion to sharpen your strategy for reimbursement negotiations.

3) What does it involve?

We rapidly and efficiently assimilate the product's features, benefits and its limitations. We listen to payers and bring their opinions into the process. The process begins with the reimbursement storyboard and moves through detailed analysis into dossier templates, which are then used to prepare for successful negotiation. Our browser-based reimbursement toolkits, embedded within your intranet sites are comprehensive, easily accessible by the relevant global personnel, readily updated and they improve control and consistency of communication.

4) Why is what we do different?

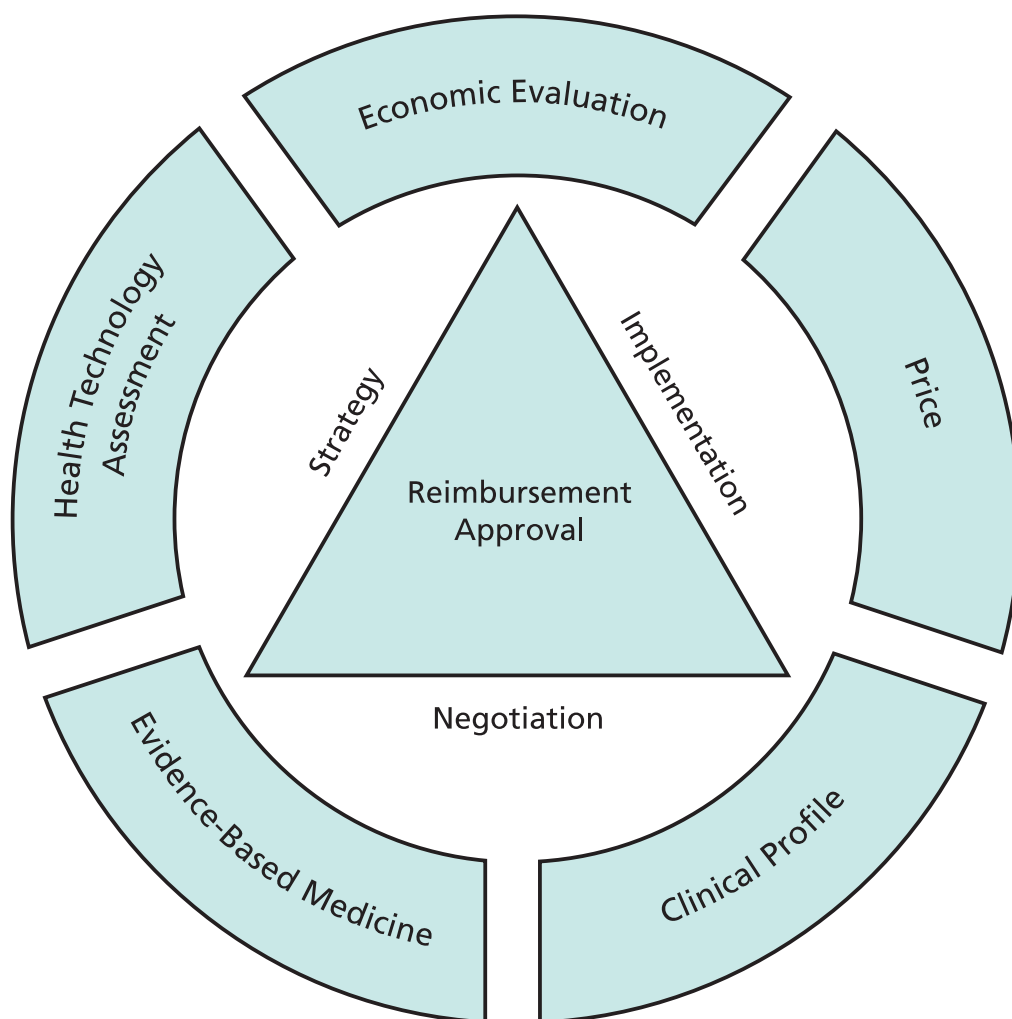
Heron reimbursement project teams comprise medical, marketing, health system and EBM experts. They possess a unique blend of technical skills, strategic know-how and creativity to address even the most complex reimbursement challenges. The breadth of our capabilities means that your reimbursement application will not only be technically and strategically comprehensive but also able to withstand internal and external examination. The easy to access, browser-based format of our dossiers, models and strategies encourages engagement by the local country managers and raises the profile of reimbursement in the busy time of the product launch.

5) Why do clients value Heron?

We have a genuine track record in delivering desired positioning in submissions to European agencies and achieving rapid approvals. Our clients value our expertise, which has been sharpened by practical experience and appreciate that only staff with a high level of experience and skills will be working with them.



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The three cornerstones of successful reimbursement are underpinned by a range of skills and disciplines in which Heron excels. Providing a trusted range of skills and experience in a single organisation allows our clients to focus on their strategic goals effectively and confidently.

