

PRICE SPECTIVE

VALUE STRATEGY CONSULTANTS

About PriceSpective

PriceSpective is a management consulting firm specializing in innovative strategies to identify, capture and communicate value for products, portfolios and companies in the biopharmaceutical arena. We are uniquely positioned to deliver expert guidance in integrated global pricing and reimbursement (P&R) strategy due to our depth of experience with pricing and market access dynamics and the active engagement of our senior leadership. A flat operational model ensures that senior personnel are deeply involved in all aspects of project delivery to guide and ensure actionable insights.

PriceSpective has experience in over 30 markets across North America, Europe, Asia, Latin America and the Pacific region. Offices in London, Los Angeles and Philadelphia provide the geographic scope to support our global capabilities. These locations are staffed by a team of experienced pricing professionals with a mix of pharmaceutical industry, payer, medical and consulting backgrounds.

Our capabilities

PriceSpective develops value strategy solutions across all stages of a product's lifecycle. Our primary capabilities include:

- Product price and reimbursement strategy: influencing value generation, price setting, price support and lifecycle pricing strategy management
- Pricing process and infrastructure: P&R planning process development and implementation
- Environmental analysis, forecasting, and policy: country pricing systems, European integration, parallel trade and distribution channels
- Integrated modeling: quantitative market and price modeling to predict outcomes of alternative strategies
- Due diligence support for business development activities in order to support future price expectations, likely levels of reimbursement and resulting forecast effects
- Education and training: seminars/workshops for clients on the principles and biopharma-related application of value-based pricing

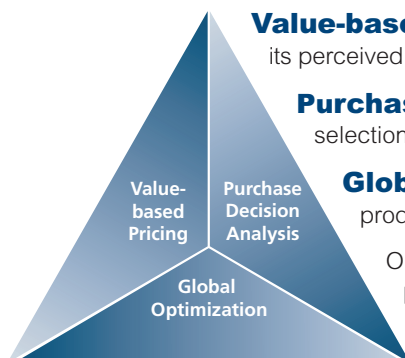
VALUE DESIGN

VALUE GENERATION

VALUE CAPTURE

Our approach to value strategy development

Three core constructs form the basis of our analytical framework.



Value-based pricing is predicated on understanding the relationship between the offering and its perceived value.

Purchase decision analysis is used to assess the stakeholders relevant to product selection and access as well as to understand the “buying system.”

Global optimization is achieved by understanding the tradeoffs within and across products and markets.

Our intuitive analytical approach allows us to structure the complex interactions between patients, healthcare providers and payers so as to evaluate and identify key points of leverage. This framework also allows us to simplify complex pricing and reimbursement issues and generate targeted, actionable recommendations.

Our qualifications

The PriceSpective management team has an average of over 14 years of individual industry and consulting experience. All of our most senior staff members have held leadership positions in global, EU, or US pricing strategy and/or marketing departments for top-tier pharmaceutical companies so we understand the organizational and market challenges that you face. Collectively, we have:

- Developed and/or managed pricing strategy for more than 50 new product launches and hundreds of developmental and in-market products (including line extensions and new indications)
- Developed and pioneered the use of numerous innovative methodologies and tools to support the formulation of P&R strategy
- Accumulated a wide range of therapeutic experience in high-prevalence conditions and specialty areas such as oncology, immunology and orphan drugs
- Cultivated a strong global network of payers, including:
 - A dedicated network of US payers covering both the private and public payer sectors, giving us access to real-world insights and perspectives
 - A broad relationship base with national and regional payers and payer influencers in the key EU markets as well as an extensive network of local P&R alliance partners who provide additional access to senior government officials and provide local insights into P&R challenges and strategies

Combining expertise and creativity in analytical thinking as well as information access and synthesis, PriceSpective continues to receive strong accolades from our clients as demonstrated by high client satisfaction scores and repeat engagements.

Contact us

We are deeply committed to our clients' success. At PriceSpective, our goal is to provide your company with a P&R strategy edge with which you can achieve – and even surpass – your goals.

To learn more about our capabilities, visit www.pricespective.com
or contact Steve Slovick in the United States at +1 800 561 2380
or Keiron Sparrowhawk in the United Kingdom at: +44 (0) 207 832 1086.

"PriceSpective is recognized as one of the 500 fastest growing private companies in America."



"[PriceSpective's] deliverables are clear, practical, and actionable.... They bring a wealth of experience to any project, but are also able to present and explain sophisticated quantitative information clearly."

Global Product Director
Top 5 Pharma Company


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