

# New approaches to old tools: payer value stories in an evolving access landscape

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## INTRODUCTION



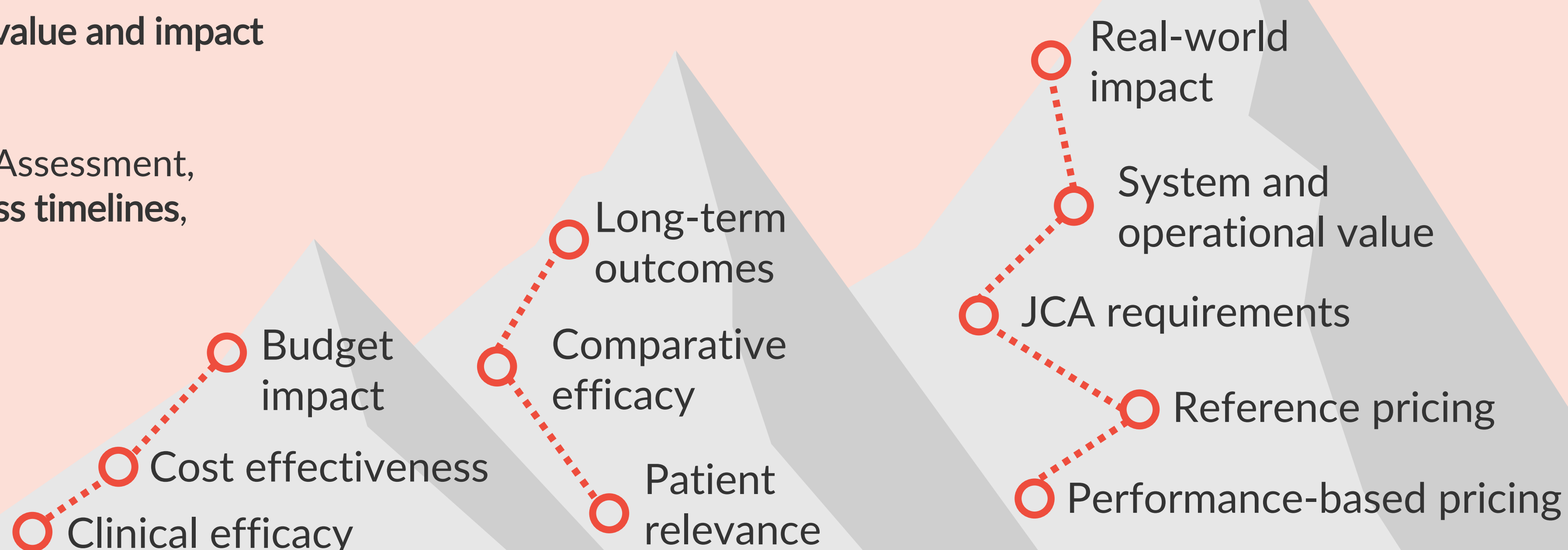
Payer expectations have risen markedly, requiring earlier integration of HEOR and increasing dependence on real-world evidence to demonstrate **credible real-world effectiveness, value and impact**



Major global policy changes, e.g., Joint Clinical Assessment, Most-Favored-Nation, are expected to **compress timelines, constrain pricing and upend launch sequencing**



Companies need to re-think how they **plan evidence generation and communicate value**



**AIM:** show how a **dynamic and evolving value story** provides a structured narrative scaffold that helps cross-functional teams identify and articulate the value proposition of an asset throughout the product lifecycle, **driving integrated evidence generation plans** that deliver a favourable return on investment and **connecting clinical development to payer decision-making**

