



COMMERCIAL STRATEGY & MARKET ACCESS

FOR INTELLIGENT
COMMERCIAL
AND MARKET
ACCESS STRATEGY,
VERANEX IS
YOUR DIFFERENCE

GIVE PAYERS AND OTHER STAKEHOLDERS THE DATA THEY WANT TO SEE: HOW YOUR PRODUCT PROVIDES VALUE

With a deep understanding of the global market and payer landscape, Veranex can better align the value you deliver with the needs of clinicians, payers, patients, and health systems.

Our global panel of payer and health technology assessment leaders, combined with a rigorous understanding of the clinical and economic burden of disease, allows us to build strategic reimbursement road maps that address everything from coding to policy, pricing, and evidence development. With our unique implementation expertise, our team is with you every step of the way, delivering the tools that help you communicate and capture value.

Make confident decisions with comprehensive commercial strategy and market access from Veranex.

Innovation Strategy and Portfolio Prioritization

Growth through innovation is often a top priority but ensuring that the process delivers competitive advantage is challenging. The demands of value-based healthcare put even more pressure on innovation, as stakeholders demand increased quality while controlling costs. To meet this challenge requires identifying real clinical and economic unmet needs and the types of evidence that will be required to support adoption and reimbursement. We focus on value assessment and creation that helps companies achieve sustained competitive advantage.

Market Assessment and Strategy

It is one thing to identify a market opportunity, but still another to execute and win in today's value-conscious marketplace. We firmly embed our product development and market access expertise into market opportunity assessment and forecasting. We understand how payer acceptance, health economic value, and evidence investment requirements are the building blocks to build robust business cases. Our proprietary analytics regarding technology development, evidence timing and impact, and reimbursement risk, enable us to deliver real-world insights that inform actionable market and growth strategies.



FOR COMMERCIAL STRATEGY AND MARKET ACCESS SOLUTIONS TO HELP YOU CAPTURE VALUE, VERANEX IS YOUR DIFFERENCE



For a truly comprehensive solution from concept to commercialization, experience the Veranex difference

- Get in touch to learn more about our integrated MedTech solutions.

VeranexSolutions.com

ABOUT VERANEX

Veranex is the only truly comprehensive, global, tech-enabled service provider dedicated to the medical technology industry. Offering expert guidance from concept through to commercialization and across the development continuum, Veranex enables accelerated speed to market, controlled development costs, development risk mitigation, and accelerated market viability assessment.

At every stage, Veranex customers realize efficiencies in cost and time, while our integrated and comprehensive solutions unify the entire development process. With Veranex as your end-to-end partner, you're well-positioned to deliver the safest, most effective devices to improve outcomes to patients everywhere.

Optimize the value of your innovation with global strategy consulting from Veranex

Through original research, we provide insights to inform your forecasting and product planning, helping you maximize revenue. Our market access strategies support access in key global markets, complete with a road map detailing near-, mid-, and long-term tactics. Whatever your business challenges, Veranex is here to solve them.

Pricing, Reimbursement, and Market Access

Payers and health systems are seeking value, demanding more from novel drugs, devices, and diagnostic technologies than ever before. We have a deep understanding of the global payer landscape, and also go beyond policymakers to understand financial risk at the hospital or health system level, to better align the value our clients deliver with the expectations of reimbursement and funding stakeholders. Our rigorous understanding of the clinical and economic burden of disease allows us to build strategic reimbursement road maps that address everything from coding to policy, pricing, and evidence development.

Health Economics and Value Communication

Payers, clinicians, regulators, and investors are increasingly assessing the value of innovation in terms of results — both clinical and economic. We develop robust health economic analysis and value communication tools that deliver success in an environment where proving clinical and economic value to payers and providers is essential for success. We proactively and seamlessly work with clients to anticipate the market needs and uses of study results so they can develop and capitalize on a comprehensive and integrated research value communication approach.

M&A and Partnerships

Today's medical technology M&A environment is extremely competitive, and innovators must move quickly to identify opportunities, evaluate them, and close transactions that will drive real growth. We help innovators anticipate market evolution to create sustained value and achieve an edge over the competition. Our expertise is built on the realities of payer coverage and pricing in a value-based healthcare environment and identifies and prioritizes opportunities, delineates evidence gaps and reimbursement challenges, offering you a much clearer picture of transaction opportunities and risks.

info@veranexsolutions.com
919-297-8881