



ValueConnected

Clinical Marketing

How to Connect Clinical Endpoints with Market Value

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ValueConnected

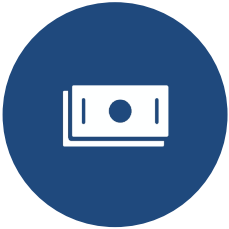


The Evolving Landscape of Healthcare Commercialization

The healthcare industry's landscape is transforming rapidly, driven by advancements in medical science, shifting regulatory frameworks, and evolving market dynamics. In this intricate ecosystem, the ability to strategically align clinical study endpoints with demonstrated market value has emerged as a critical determinant of commercial success.



Key Stakeholders in the Decision-Making Process



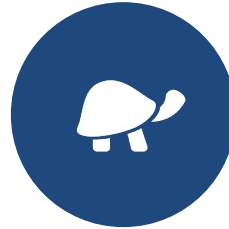
Payers

Insurance companies and government programs responsible for reimbursement decisions.



Providers

Healthcare professionals, including physicians, who prescribe and administer treatments.



Patients

Individuals seeking medical care and considering treatment options.



Regulatory Bodies

Government agencies responsible for approving and monitoring the safety and efficacy of medical products.

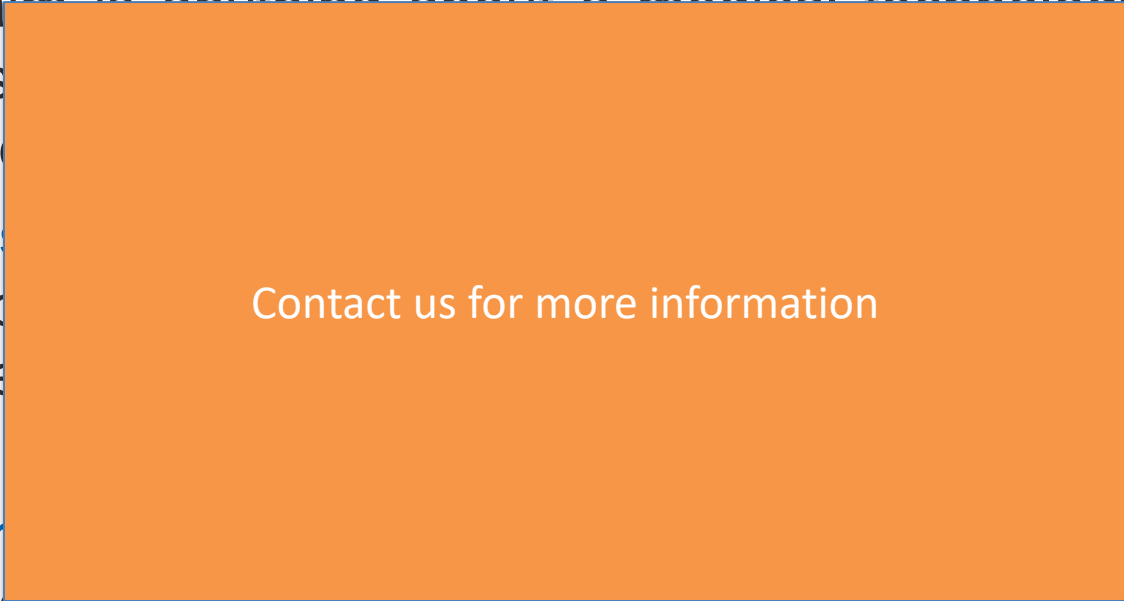
Understanding and aligning with the diverse perspectives of these stakeholders is crucial for successful healthcare commercialization.

3 Strategies to Value-Driven Sales



Create Value Messages, not just Claims

- A claim is anything about a medical technology, but a value message creates clinical, economic, and patient value.
- The **value message** is supported **by evidence**, and organization of its literature.
- Not a **claim**, they can also create value **Dossiers**.

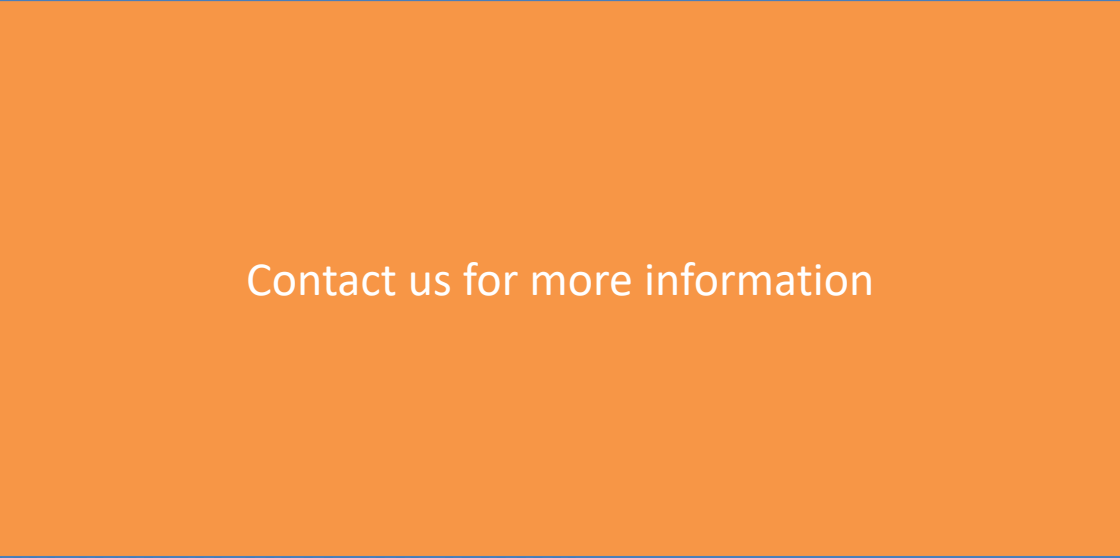


EDIBILITY



Transform Features into Value Messages

- When asked ***“why should I pay for your medical tech”*** answer with a list of tech
- Complete Post-Market Surveys w-up, **linking** tech
- This such **DIFFERENTIATION** unique value propositions



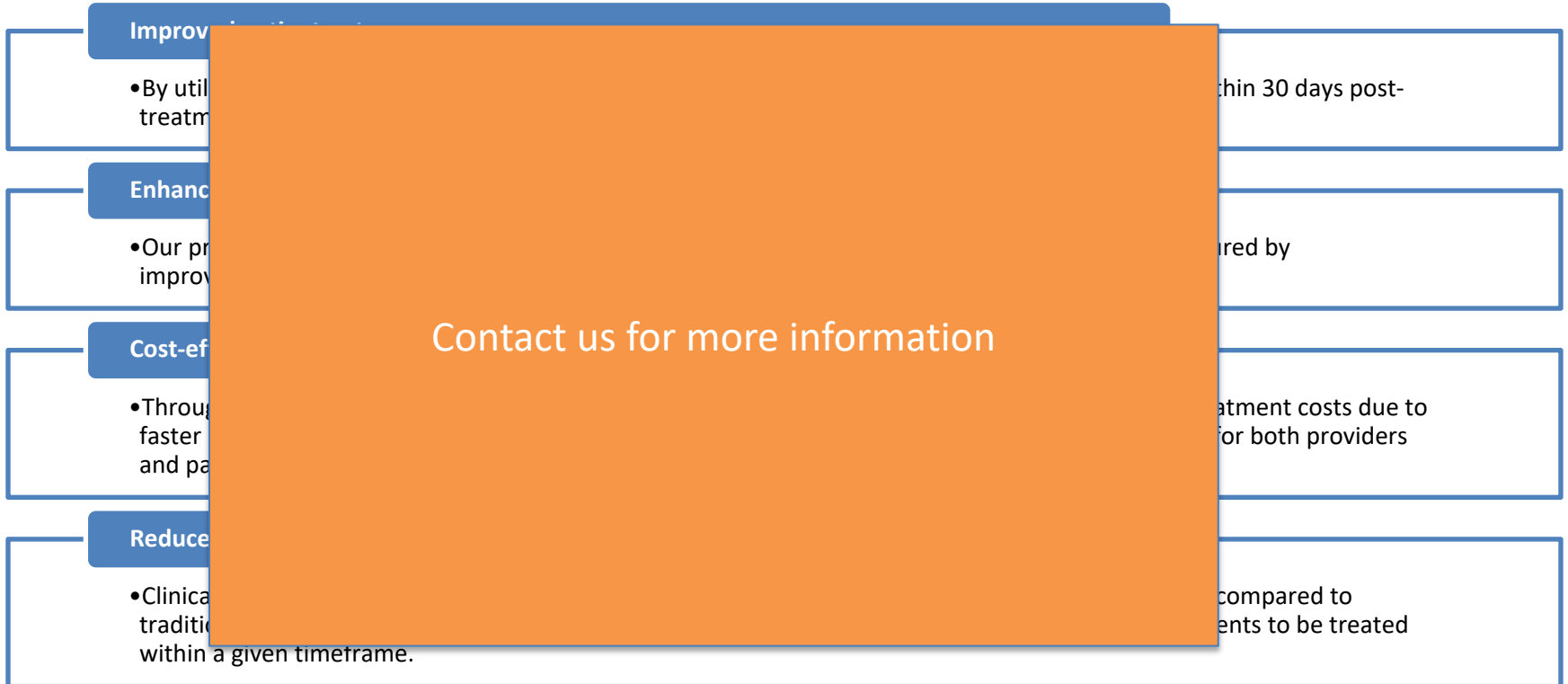
DIFFERENTIATION

Build Value-Based Marketing Tools

- Because of their different purchasing and reimbursement systems, **markets increasingly demand specific solutions for their local needs**
- This is a challenge for companies that must **balance strategic consistency with local adaptation** without diluting or deviating their value messages
- The MDR process makes it easier to **adapt the key value messages to local cost structures**



Examples of Value Claims with Clinical Endpoints



Prioritizing Clinical Endpoints to Address Unmet Needs



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and Disease Landscape

Patient Journey Mapping

Patient Benefit

Differentiation



In an industry driven by data and scientific rigor, evidence-based value messages are essential for building trust and credibility with stakeholders.



Demonstrating Market Value with Clinical Endpoints

Identify

Critically impactful stakeholders reduced

Data

Real-world evidence, differentiate the clinical product's or service's patient care.

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Align with

Map the impact benefits and patients, improved hospitalizations, or cost savings.

Strategy

Communication strategy that points and their tailored to the specific needs of each group through targeted messaging and engaging formats.

Strategic Alignment: A Roadmap for Success



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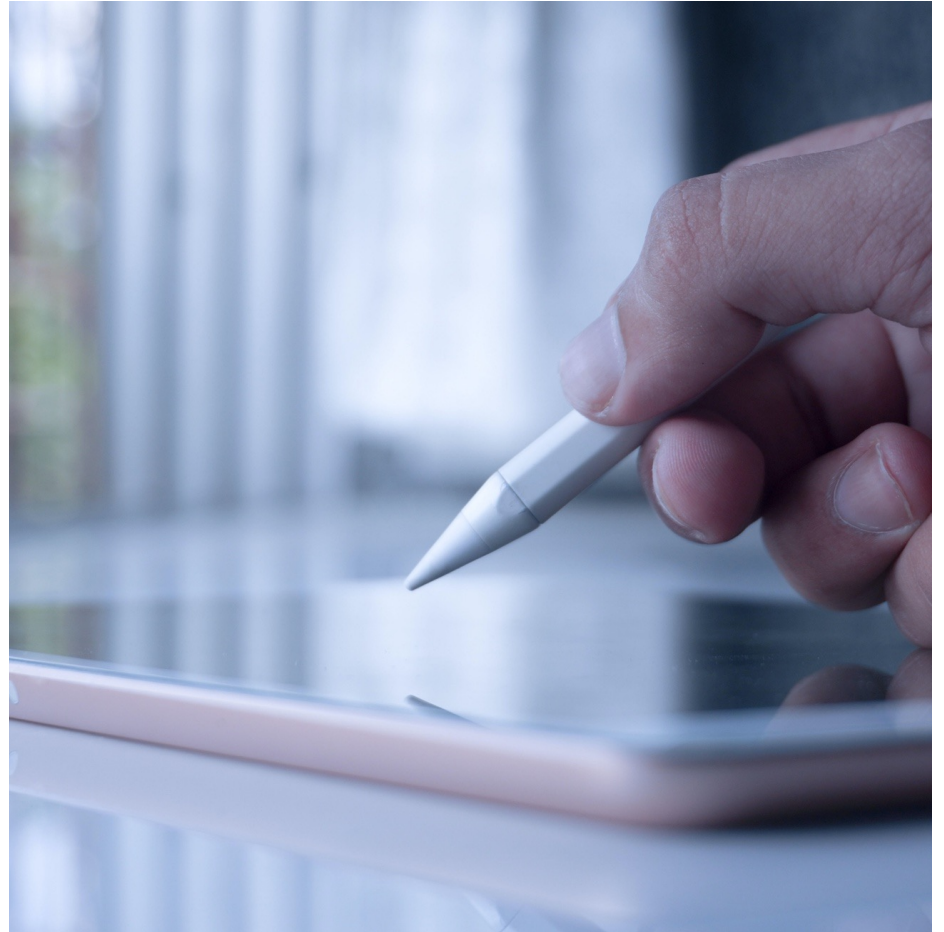
market research

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Leveraging Real-World Data

Real-world data (RWD) encompasses clinical evidence gathered from routine clinical practice. It reflects how products and services are utilized in the real world, providing insights into their effectiveness, safety, and value. RWD is critical for informing clinical development, regulatory decisions, and commercial strategies.



Real-World Data: Enhancing Clinical Marketing Strategies

Data Source	Outcome Measure	Key Insight
FDA Adverse Event Reporting System	Patient-reported adverse events	Identification of potential safety signals
Electronic Health Records	Treatment adherence rates	Understanding real-world factors impacting patient compliance
Patient surveys	Quality of life scores	Capturing patient perspectives on treatment effectiveness and tolerability
PMS/PMCF	Adverse events and handability	Safety signals, ease of use

*Data compiled from published research studies and regulatory databases.



Communicating Value to Diverse Stakeholders

Healthcare

Highlight clinical outcomes, patient-centric outcomes, improved quality of care, therapeutic innovations, scientific data, and publications.

Patient-friendly content, access quality of care, testimonials, and patient experiences.

Regulatory

Demonstrate regulatory compliance, safety profiles, and clinical data to ensure market access.

Groups

Engage with patient groups, address their needs, align messaging with their priorities and needs.

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Overcoming Challenges in Demonstrating Value



Addressing Pricing Pressures



Navigating
Regulatory Hurdles



Building Stakeholder Confidence

Case example: Cardiovascular company

Problem

- After preparing for the MDR process, a Cardiovascular company needed to **position the clinical evidence to support their Marketing strategy**
- Their products were in a highly competitive market, where **different technologies were perceived by payers and providers as very similar to each other**

Approach

- **ValueConnected** was called to assess the evidence and identify the strongest value messages to support the commercial strategy
- The **main goal was to support the product differentiation**



Driving Sales with Value

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covered specific indications
performance
standing evidence base

CREDIBILITY

the superior performance in

DIFFERENTIATION

emphasizing the unique value

commercial, market access and

ENGAGEMENT



Roadmap to success

Clinical evidence brings a **huge opportunity** to generate value and create solid differentiation factors

Commercial teams should use available evidence for reinforcing Marketing strategies and developing **Value-based approaches** and tools

The power of **AI** to analyze evidence and materials can reduce in several months product launches and go-to-market actions

Never before **technology and expertise together** could create such a positive impact for MedTech

Questions?

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