



Strengthened by a network of key decision makers across managed care organizations, *AJMC*® is well equipped to obtain strategic insights and deliver on-point communication tactics needed for successful pre-launch planning, value proposition development and communication, and improving field engagement.

Payer education and engagement from pre-launch through launch and beyond



Insight generation

Gather payer perspectives and insights that will drive strategic planning and evidence generation

Understand payer decision-making process and priorities for contracting and reimbursement

Leverage insights to develop appropriate and effective payer messaging

- Advisory boards
- Focus groups
- In-depth interviews
- Surveys



Priming the market

Support disease state education and increasing awareness of unmet needs

Video editorial programs

- *AJMC*® Clinical Briefs
- Peer-reviewed supplements

Communication of pre-approval information (PIE)

- Pre-approval information exchange (PIE) presentations
- Formulary dossiers



Strengthen core strategy

Transition from preapproval information to branded value proposition at launch

- Payer value proposition presentation

Utilize insights from organized customers to fill the unmet need and deliver value to stakeholders

Communicate the health economic budget impact story

- Budget impact models
- Poster detail tools



Training and activation

Lay educational groundwork through various channels to ensure effective communication with key customers

- Topics from beginner to expert-level
- Self-directed learning - print and digital media
- "Voice of the customer" engagement panels
- Onsite and offsite payer-driven skill-building workshops