



MKO works with clients to develop their managed care strategy as well as supporting the implementation of the associated tactics

**DIVERSE CAPABILITIES TO SUPPORT MANAGED CARE AND COMMERCIAL TEAMS**

Market Access

**Competitive Simulations**

Can be used to help clients prepare competitive strategies and to educate their managed care and field teams on a category or product

**Payer Ad Boards / Panels**

MKO leverages our broad and experienced network of payers to conduct payer panels to answer key question for our clients

**Payer Segmentation / Plan-by-Plan Analysis**

Can be used to support forecast/modeling needs, contracting strategies, payer segmentation exercises, etc

**Gross-to-Net Modelling**

MKO will analyze how the various discounts will impact the net effective price and how this changes over time

**Managed Care Training**

Managed care training may be conducted as formal 1- to 2-day long sessions or as informal "Lunch and Learn" type discussions

**Value Message Development & Testing**

The MKO team has significant experience developing, testing and refining payer value messages

**Commercial Launch Planning**

Developing and reviewing a launch plan is critical to ensuring a successful launch that is consistent with the strategic targets of the company and brand

**Market Surveillance (M Tracker)**

M Tracker monitors real time changes in the market access environment to provide insight and decision-making intelligence to the pharmaceutical and biotechnology community

**Commercial Due Diligence**

Key for determining the valuation and structuring the deal appropriately

**Partner Identification**

MKO can leverage internal expertise to help identify which therapy areas and targets should be the focus of BD efforts

**Price Setting and Strategic Price Planning**

MKO converts qualitative discussions into quantitative output to allow comparisons between market segments and respondent types

The combination of the Payer, Physician and Patient Models result in the Revenue Maximization Curve for a new product

Commercial & Strategic Planning

**THE EXPERIENCE AND CAPABILITY TO ASSIST IN ALL ASPECTS OF PAYER IMPLEMENTATION**



**Experience**

- ✓ Combined 90 years of industry experience
- ✓ Experience with commercializing start-up pharmaceuticals



**Access**

- ✓ Long term relationships with many payers
- ✓ Long term relationships with pharmaceutical senior leaders in a variety of functions



**Ability**

- ✓ 250 market access engagements over last 7 years
- ✓ Skilled team that knows how to work effectively and efficiently

**50** distinct companies  
**65** product launches  
**250** consulting engagements

*For more information, please contact MKO Global Partners at [info@mkogp.com](mailto:info@mkogp.com)*