

Navigate by Communication Driver



- 1 COMPETITIVE THERAPEUTIC MARKETS
- 2 CHALLENGING OR CHRONIC INDICATIONS
- 3 BARRIERS IN STUDY DESIGN OR COST
- 4 TO INFORM LABEL CHANGES OR CLINICAL DEVELOPMENT (REGULATORY USES)
- 5 WELL-ESTABLISHED STANDARDS OF CARE
- 6 PRICING, COVERAGE, AND POSITIONING STRATEGIES

*Examples were classified based on which team was most likely to drive the communication tactic

Navigate by Internal Department*

1

Medical Affairs

2

Payer

3

Commercial



*Examples were classified based on which team was most likely to drive the communication tactic

Navigate by Therapeutic Area



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*Examples were classified based on which team was most likely to drive the communication tactic

Competitive Therapeutic Markets

Payer Examples

1

Eliquis (PE; BMS/Pfizer)

A payer website was created to share head-to-head studies against a leading competitor to provide ad hoc payer and formulary decision support, thereby strengthening its position in a competitive landscape

Commercial Examples

2

Eliquis (PE; BMS/Pfizer)

A payer website was created to share head-to-head studies against a leading competitor to provide ad hoc payer and formulary decision support, thereby strengthening its position in a competitive landscape

Medical Affairs Examples

3

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A payer website was created to share head-to-head studies against a leading competitor to provide ad hoc payer and formulary decision support, thereby strengthening its position in a competitive landscape