

Creative access strategies for emerging markets

Helping a pharmaceutical company enter uncharted market territory, Axios designed unique access strategies that increase market share for the client and allow a maximum number of patients to access lifesaving medication.



Axios: reaching patients in low-resource settings, in remote and urban locations, all around the world

Looking for markets in all the right places

A global pharmaceutical company was faced with shrinking markets in Europe and the US due to government ceilings on health care costs. The company was increasingly turning its attention towards newer markets in emerging economies, such as Africa, China, India and Thailand. A new lifesaving drug was to be launched in these markets. However, without government reimbursement schemes it was difficult to see how patients in these countries would be able to afford the company's lifesaving but costly drug.

A new strategy for access

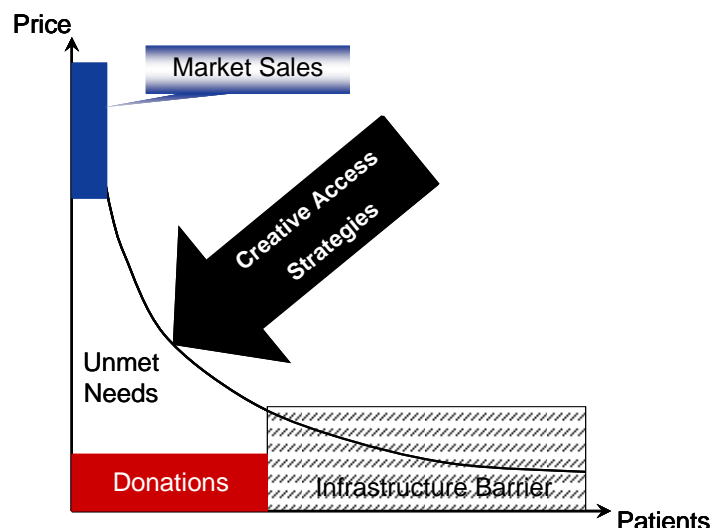
The Axios team worked closely with the client to analyze their current pricing strategy within the context of the market. We then applied our unique methodology for access in emerging markets. The methodology consists of a sophisticated mathematical model that uses population based income data, statistical methods, epidemiology and public health principles to design market access strategies that include donations to

very poor patients. Put into practice, the strategy will result in an increase in patient access and an increase in sales. The strategy also includes specific initiatives with the government to address public health needs and to create a collaborative relationship between the pharmaceutical company and the government. The result is a win-win for all parties.

We also assisted our client in development of the operational program design, which includes a financial eligibility screening tool, and the selection and training of a local organization to conduct the financial assessment of patients.

Creative commercial strategies

The company is now launching the new access strategy in a number of emerging markets. Local affiliates are enthusiastically embracing the new strategy as a way of reaching more patients and improving relationships with local governments.



Above: This diagram demonstrates the market segment where creative access strategies can best respond to patient needs across varied levels of affordability.