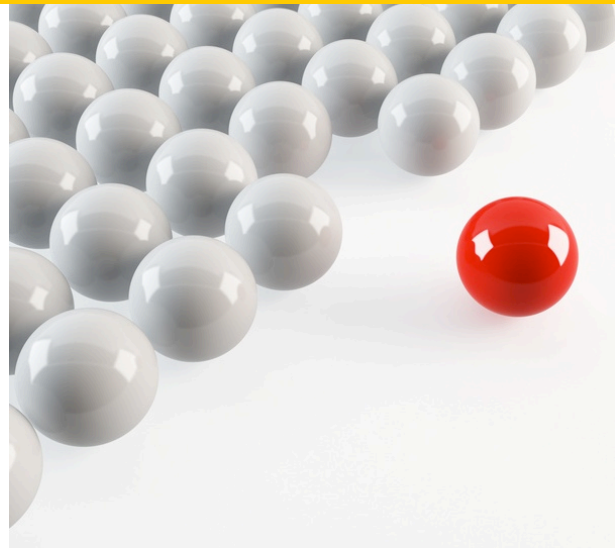


## Case Study

### Integrated Value Briefing Concept

A large cap medical device company faces the issue that its European sales team is missing important information needs of new stakeholders towards health economic topics. After having implemented an integrated value briefing concept and cost efficient training program sales reps lacking in health economic knowledge are able to convey successfully health economic data and arguments to all stakeholder in different call situations.



#### Client request

„I am writing to you as I would like to ask you for a proposal for Dossier that we need to develop for a further development of a haemostasis product. This will not be a Value Dossier, as customer won't read it. Our idea is to have rather a briefing document that will summarize the story as it is and a short economic analysis. The objective of this document is to be used with the economic payer during purchasing discussions, possible tenders.“

#### Key challenge

For our client, a large cap medical device company, adequate packaging of health economic data and presenting economic values of a product, its grade of innovation and value added services becomes more and more important.

A key group of new stakeholders (incl. payers and decision makers of hospital buying centre's) emerged and sales reps are increasingly asked for specific value and cost-efficiency arguments rather than glossy sales brochures. Nevertheless, this new group of stakeholders cannot be served with traditional value dossiers, as they do not have the time reading filling pages of scientific documents.

This is a real challenge for sales reps when meeting their clients. They are used to work with traditional sales brochures but not with health economic dossiers. Health economics is an area where most of them are lacking in specific knowledge. Sales reps frequently go around such topics to avoid discomfort; thus missing important information needs of the new stakeholder group.

Accordingly, In Life Management was asked to develop basic *Value Briefings Tools* with the following specific requirements:

- Package clinical and health economic data in the right way to support effectively sales- and marketing statements.
- Meet the information needs of both traditional target groups (clinical physicians) and new stakeholder groups (payer organizations like sickness funds or hospital buying centers).
- Enable (all) employees in sales & marketing to get health economic data and arguments across to all stakeholders in different face-to-face situations.
- Avoid field days lost through intensive training workshops.

## Solution

We developed a **one-stop-shop solution** combining three elements:(1) technical features of the haemostasis product such as haemostasis techniques, plus (2) scientific/clinical data incl. efficiency, volume or tissue adherence, plus (3) essential health economic data about cost efficiency and potential cost savings.

Thus, we bridged with an integrated set of value briefing tools specific areas of interest of different stakeholders delivering:

1. Efficient data presentation
2. Valuable information basis for all stakeholders,
3. Easy-to-comprehend sales support enabling sales reps to get health economic arguments across to different stakeholders.

The **Value Brochure** is the core document of the set. It bases upon a scientific, critical presentation of data (incl. references) and is attractively designed. Pictures, figures, tables and summaries of key points support story lines of different interview situations. The document can be delivered to stakeholders in print or digital formats.

A basic **Training Program** has been developed in parallel and implemented by the Health Economic & Market Access department of In Life Management AG. The Training Program is based on a train-the-trainer concept and has an interactive design. Specific modules have been developed for trainers and participants including Q&A, objection handling, interactive exercises or key messages. The modules can be used for specific training sessions as well as in preparation for standard call situations.

**The special advantage of our solution:** Right from the project start, clinical data, marketing aspects, health economic requirements and training needs of employees have been included in the development of an integrated solution.

## Results

The large cap medical device manufacturer has met the needs of both the interests of different stakeholders as well as operational support requirements of its employees in sales and marketing. Supported by the Health Economic & Market Access department of In Life Management AG the organization has implemented the Value Briefing Tools in all European countries. Within three weeks 40 trainers have been instructed. After three month of introduction most of the sales & marketing teams are using frequently the customized training modules and new sales material. Field days lost are negligible.

Our integrated concept enables our client to convey successfully health economic content to traditional and new stakeholders. Additionally, it leverages the capability to frequently use health economic data and arguments in different call situations.

Currently IN LIFE Management AG is working on an app format for its *Integrated Value Briefing Concept*.

## Value Briefing Tools

### Sales Materials

- Value Brochure
- Non-clinical Starter Card
- Clinical Starter Card

### Trainer Materials

- Leader Guide
- Leader Presentation

### Handouts

- Post-it Notes
- One-paper „Key Messages“
- Challenge II „Target group“
- Challenge III „Goal-based thinking“
- Challenge IV „Product savings“
- Non-clinical & Clinical Stakeholder Profiles
- Qs & As
- Objection Handling
- Observer Feedback Form on Role Plays/Calls

### Others

- Flip Chart & Markers
- Post-it Notes
- Buzzers
- Sweets
- Feedback Template on Workshop

For more information on Value Briefing Tools please contact:

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