

Treatment Value Model

EMPOWERING PHARMA SALES TEAMS IN COMPLEX MARKET ENTRY

Designed for launch and uptake success, our customized model supports sales teams in guiding HCPs through region-specific treatment scenarios with confidence and clarity. Locked inputs ensure brand and legal compliance, while editable components allow for dynamic, patient-relevant conversations – ultimately reinforcing value and supporting informed decision-making.



CHALLENGE

- Entering an unestablished market with a high-cost drug
- Potential to factor in competitor launch
- HCP-specific resourcing requirements



SOLUTION

- Editable dynamic model with region-specific data
- Locked fields maintain brand and legal compliance
- Generates customized PDF leave-behind for HCP reference



IMPACT

- Increased clarity and confidence in field conversations
- Flexible engagement model tailored to therapeutic areas
- Strong resonance with customer needs



**Looking to drive stronger brand differentiation and commercial impact?
Discover how our custom solutions equip your teams for market success.**

TREATMENT VALUE MODEL

By continuously innovating our data-driven solutions to respond to evolving market demands and the needs of our clients, we help teams bridge commercial strategy and field execution more effectively.

A Case Study

We provided a customized cost-and-resource comparison solution equipping sales teams with a compelling way to evidence the value of a therapy entering the market.

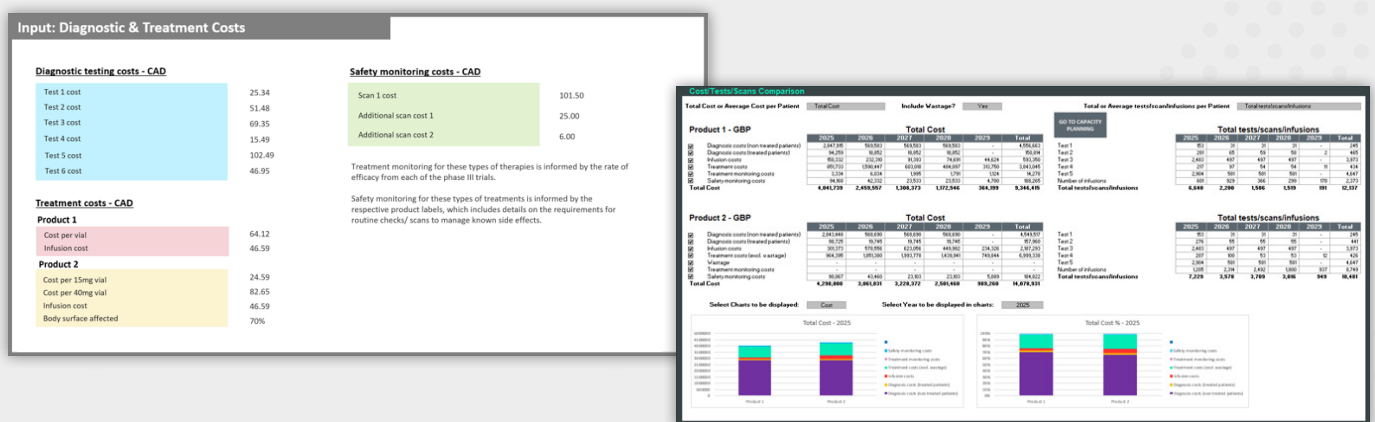
CONTEXT

A leading pharmaceutical company sought an easy-to-use, adaptable tool to help its sales team clearly demonstrate the value of their launching product compared to competitor treatments during HCP conversations.

OUR APPROACH

The J+D Excel-based model was built to equip the sales teams with pre-loaded, region-specific data to clearly highlight cost and resource savings of Product A versus alternative treatments. Fixed inputs ensure compliance, while editable fields allow flexible, in-the-moment customization during HCP discussions.

EXAMPLE MODEL FUNCTIONALITY



PROVEN IMPACT ACROSS STAKEHOLDERS

The model has been widely embraced for its clarity and utility. Sales teams value its simplicity and flexibility, while HCPs appreciate the visual summaries and shareable PDFs. It has become a powerful tool for communicating meaningful savings without compromising patient care within high-cost treatment markets.

We're here to help you succeed
Get in touch to find out how we can help.

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