

## A selection of our Experts



**Coos de Graf**  
Strategic Advisor

Coos has more than 35 years of experience in the pharmaceutical industry. He has held a number of senior executive positions throughout his career and is particularly skilled at building and leading complex organizations.



**Mira Pavlovic-Ganascia, MD**  
HTA Expert

Mira is the former Deputy Director for Health Technology Assessment at the Haute Autorité de Santé (HAS) in France. She brings insights from the EUnetHTA initiative, focusing on joint regulatory and HTA advice in the EU.



**Neelu Agrawal**  
Principal / Project Lead

Neelu has over 20 years of strategic communication, cross-functional leadership and management consulting experience. She is an expert in early market assessment, customer insight development, marketing, messaging and strategic planning.



**Lisa Peluso**  
Director, Coaching

Lisa has provided presentation training and facilitated workshops with numerous global teams in pharma and biotech and helped over 35 teams prepare for high-stakes regulatory presentations, Q&A sessions, and payer negotiations.

## High Stakes Meetings

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Preparing to present and defend your product at high stakes meetings is a major challenge for any team.

Achieving success in these venues requires a clear strategy and focused preparation. Your company needs to deliver a clear and compelling argument supporting your position, and be ready to respond confidently when challenged.

We can help you to prepare and succeed in:

- Advisory Committee Meetings
- Oral Explanations
- PRAC public hearings
- Payer Negotiations
- Other critical milestone meetings



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## Payer Negotiations Preparation



Effectively Communicating Value

## Delivering a convincing value proposition to payers

With payers and HTAs demanding increasingly compelling evidence that a new therapy or device improves standard of care and public health, companies need to create — and persuasively deliver — a convincing value proposition.

## That's where NDA can help.

Our principals and subject matter experts begin by analyzing your “case” for both message flow and clarity from the point of view of stakeholders and market environments. We then make sure your case is aligned across affiliates, with consistency in messaging and “storyline” as your teams prepare for face-to-face meetings with decision makers.

Our communications coaches then make sure that your teams are prepared to present your case with power, precision and authority. They also prepare them to respond deftly to any and all questions, both in print and in person.



### Achieving patient access in Europe

Achieving patient access in Europe is not just a matter of collecting the right data and demonstrating that your product works. Ensuring that your team is aligned across your key markets, that they make the right claims and can make the case for how your product is differentiated against the competition is just as important.

Convincing the over 100 HTA and payer bodies in Europe of your product's benefits requires robust data, but also an equally robust argument for reimbursement if you want it to be successful.

## Why choose us?

Presenting your core value proposition to payers and HTAs is both challenging and stressful. But it's the final, vital step toward commercialization.

We possess an unparalleled ability to fashion powerful arguments from complex scientific and economic data.

We'll help you shape your outcomes evidence into a persuasive case for reimbursement, then train your team to deliver that case with confidence.

We combine a deep understanding of local market realities, payer archetypes and expectations with a mastery of sophisticated communications techniques to prepare you to win with payers, physicians, policymakers and HTAs worldwide. We build the capabilities of your teams on the ground, training your Market Access teams to deliver impactfully, engage persuasively and negotiate skillfully.

*“Thank you for all the prework and delivery of the training session. The unanimous feedback has been that your session was incredibly impactful (in a positive way) and definitely the highlight of our 3 day offsite. People were so impressed at the relevance of your coaching for their daily jobs and the style in which you presented it – probably explains why they were so engaged. I was very confident that this was going to be a success and you certainly lived up to all the hype I had been giving you.”*

**Large Biotech**

## How can we support you?

We employ a two-staged approach:

- 1 We evaluate all your important materials, such as labelling, clinical and health economic data, and risk management plans.
- 2 We then discuss our findings with you, plot an argument strategy, and compose a project plan. We may also facilitate an objective, multidisciplinary expert panel review to test your argument.

The NDA Advisory Board, composed of former payers and members of HTA bodies, can give your team the extraordinary opportunity to pressure test your case in interactive mock sessions.

In these realistic, live-fire sessions, your team not only gets crucial practice in engaging with agility and delivering a structured narrative, but it also receives candid and invaluable “real-time” feedback.

Critically, our communications coaches will help each member of your team deliver your case and handle objections with confidence and flexibility. We provide:

- Interactive Workshops and Case Studies
- Speaker Coaching
- Negotiation Skills Training & Toolkit
- Q&A Preparation and Rehearsals
- Mock Meetings and Debrief
- Project Management
- Meeting Logistics