

# IBM Access and Value Connect

Understand and communicate the value of your product using RWE

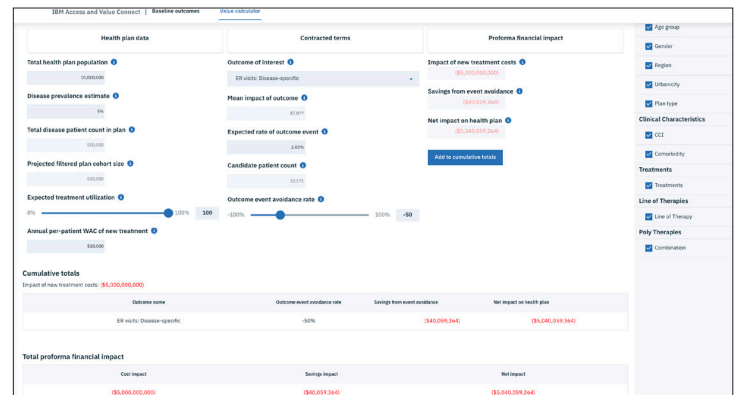
Enables market access teams to model real world clinical and financial impact of a product on health plan costs

### Identify value differentiators

- Based on objective, real-world evidence (IBM® MarketScan® Research Databases)
- Find financial and clinical outcomes relevant to payer discussions, product launch and proper positioning
- Show total costs of a treatment that might be overlooked by traditional price comparisons
- Understand how your product may perform within a specific plan population
- Rapidly simulate and model complex cost and value drivers; inform contracting scenarios
- Inform and leverage HEOR studies to real-world financial and clinical drivers, with data updated quarterly

### Communicate value

- Generate objective and actionable insights that can be shared internally and externally
- Produce visual reports that communicate value
- Present value based on a payer’s population and needs, rooted in RWE
- Respond quickly and confidently to payer’s questions
- Leverage disease outcomes meaningful to payers



Web-based, cloud tool built on real world evidence data: IBM MarketScan Research Databases

No advanced statistical, programming or clinical knowledge necessary.