

What Do Your Value & Access Activities Look Like Today?

	Rarely (0 Points)		Often (1 Point)		Frequently (2 Points)
We engage payers and HTA bodies early in development	_____		_____		_____
We generate real-world evidence (RWE) to support product value	_____		_____		_____
We develop robust health economic models	_____		_____		_____
We create clear and compelling value dossiers	_____		_____		_____
We collaborate with patient advocacy groups	_____		_____		_____
We proactively monitor competitor access strategies	_____		_____		_____
Payers/HTA reviewers respond positively to our value communication	_____		_____		_____
Internal stakeholders see us as strategic partners	_____		_____		_____

Access and evidence activities are limited, leaving products vulnerable to payer pushback or delayed reimbursement.
Consider investing in payer engagement, evidence generation, and patient-centered strategies.

0-7 points: Underutilizing Value & Access

On the right track, with some strong activities in place, but could strengthen consistency, breadth of evidence, or stakeholder engagement.

8-13 points: Moderately Effective Value & Access

Using evidence and access strategies effectively to secure reimbursement, shape favorable policies, and maintain a competitive advantage.

14-16 points: Optimally Leveraging Value & Access