when
COST + CARE
converge

SPHERICO

In today's healthcare market, access can create barriers for life-changing therapies

Access should accelerate better outcomes, not stand in their way.

approval

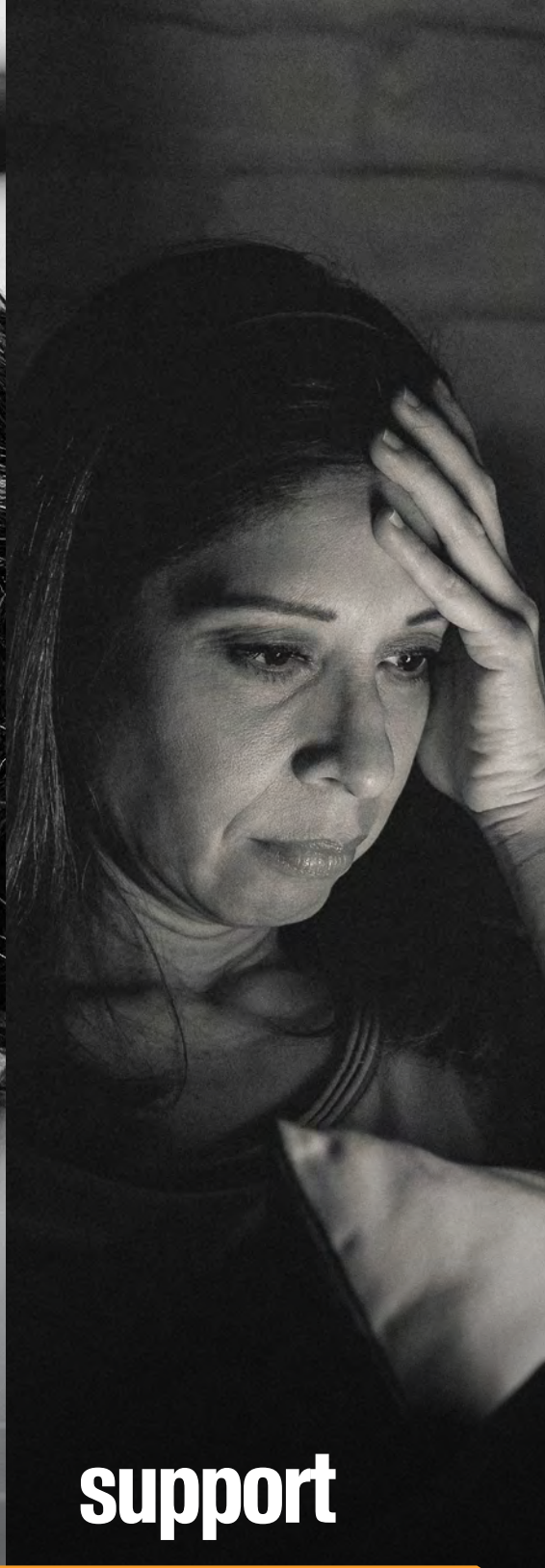**WHEN** formulary status can make or break the launch.

authorization

WHEN system authorizations open doors or close possibilities.

cost/coverage

WHEN cost and coverage become a roadblock.

support

WHEN ongoing support becomes a puzzle.

Our Creative Consultancy breaks down barriers

At Spherico, we break down barriers to extend a brand's value and impact. How? By creating belief-changing stories that motivate new behavior. To do that requires strategic expertise forged by decades of real-world experience and proven creative success.
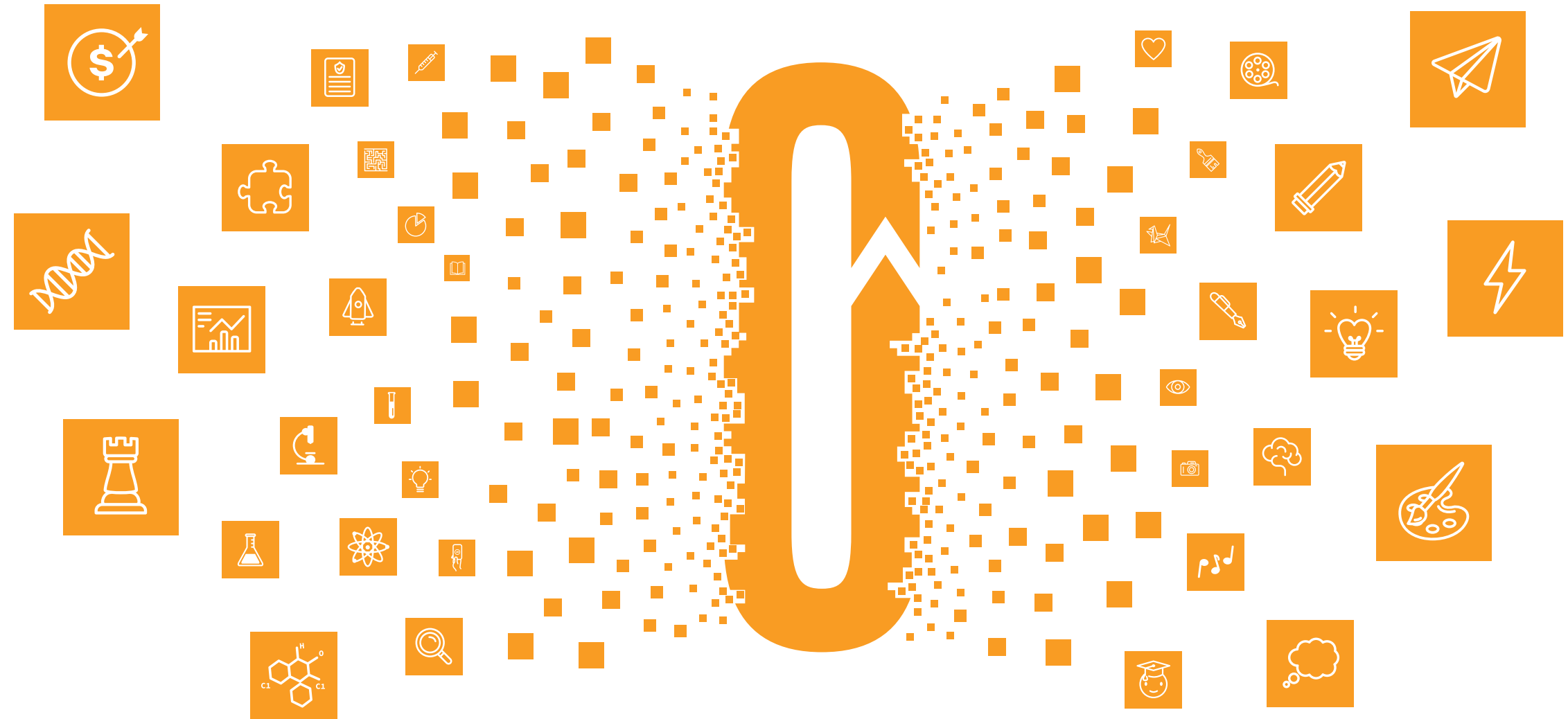
Decoding decisions:
Motivations that drive Population Health Decision Makers

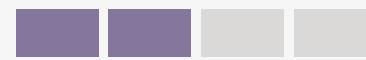|	Value Beyond Rx	Total Cost of Care	Outcomes
Balanced Care Architects — Prioritize a delicate equilibrium between quality care, outcomes, and value	■■■■□	■■■■□	■■■■□
Cost-Efficiency Champions — Focus on achieving cost-efficiency while making sure clinical outcomes are closely tied to financial impact	■■▣□□	■■■■■	■■■□□
Digital Health Innovators — Attempting to reshape healthcare and budget impact through cutting-edge technology	■■■■■	■■□□□	■■■■□
Health System Stewards — Recognize importance of efficient resource utilization in achieving excellent outcomes, interested in optimizing care continuum to streamline costs	■■■▣□	■■■■■	■■■■■
Market-Leading Visionaries — Innovating through strategic integration and acquisition, aiming for a prominent market position while optimizing cost and care	■■■■■	■■■□□	■■■■□
State and Federal Payers — Responsible for managing government programs, meeting legal, regulatory, and budgetary requirements	■□□□□	■■■■□	■■■■□

How cost and coverage impact healthcare decisions

Physician Providers

Patients

Cost Consciousness Level

Cost Consciousness Level

The Veteran Specialist

Prioritize high-quality care but consider patients' financial constraints

Moderate

The Proactive Health Enthusiast

Actively seeks information and takes steps to maintain and improve health, wants value in care

Moderate

The Tech-Savvy Innovator

Embraces new technologies to improve patient care and operational efficiency, attuned to the latest cost-saving resources

High

The Anxious Investigator

Worries about diagnoses and treatments, including the financial implications

High

The Compassionate Caregiver

Prioritizes patient well-being, empathy-driven and highly sensitive to patients' financial burdens

Very High

The Reluctant Skeptic

Avoids consultations and interventions unless absolutely necessary, very sensitive to out-of-pocket costs

Very High

The Research-Oriented Academic

Focused heavily on the latest medical research rather than cost-effectiveness of treatment

Low to Moderate
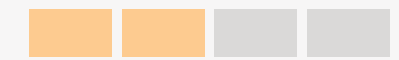
The Trusting Compliant

Follows medical advice diligently and is compliant with treatment plans

Moderate to High

Our Clients 68 brands

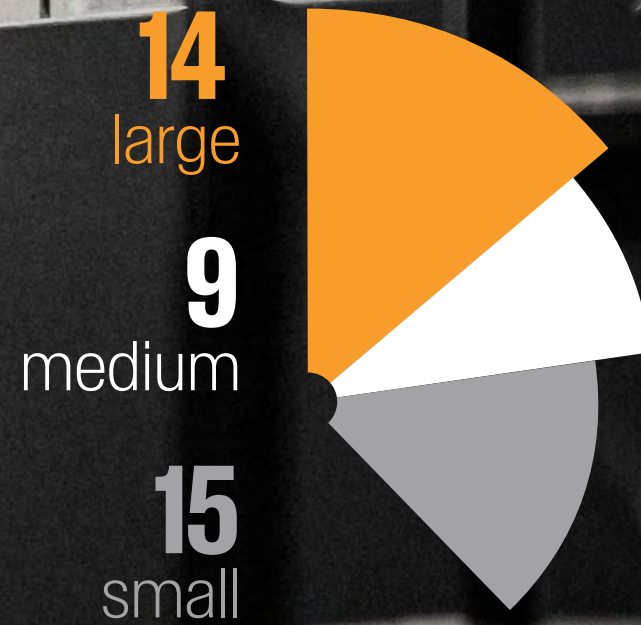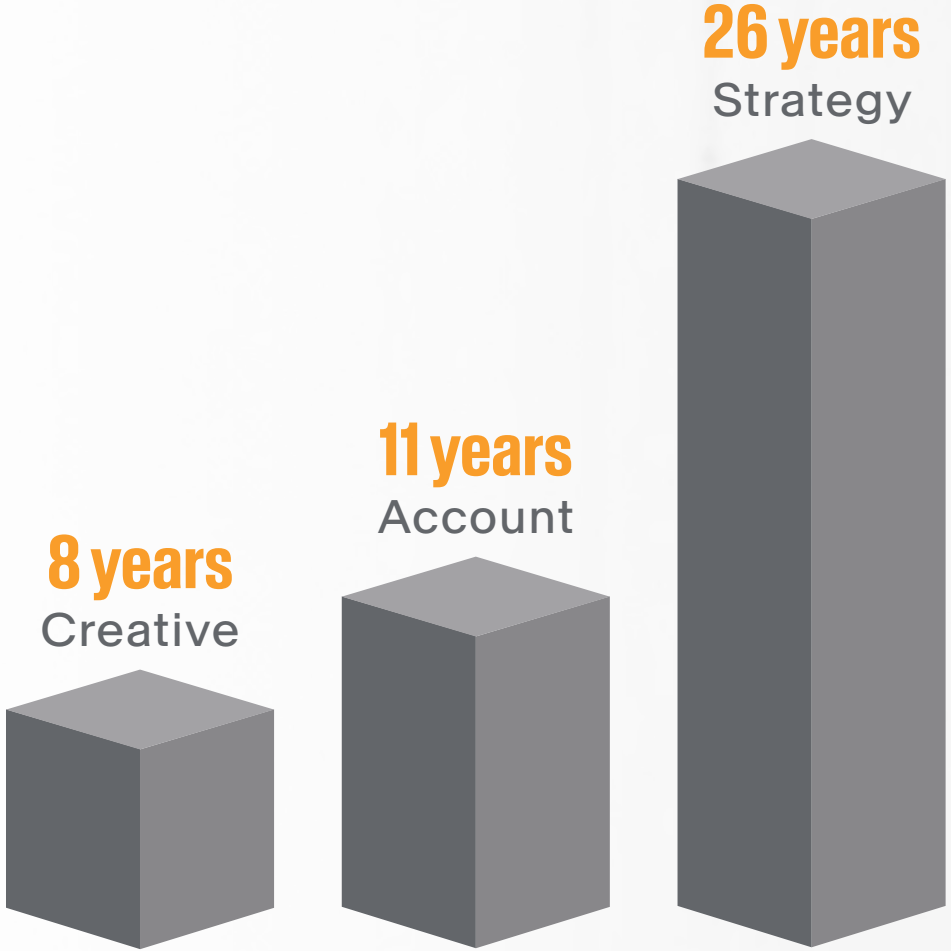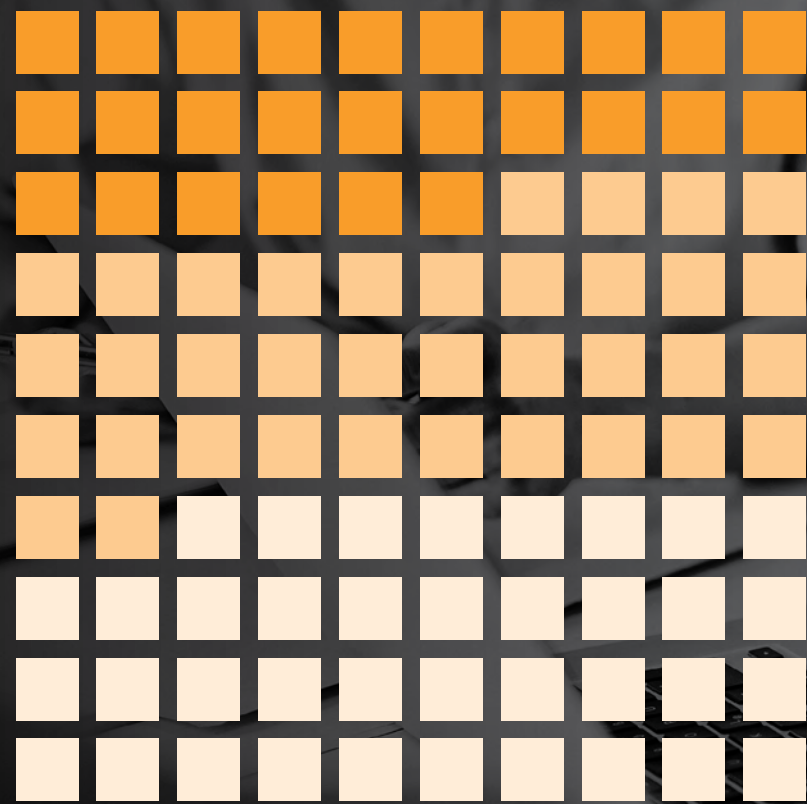# 40
clients

From 2018-2023

14 large
9 medium
15 small

Size breakdown based on annual revenue and/or size of assignment

Decades of market access experience

26 years
Strategy

11 years
Account

8 years
Creative

Bringing access solutions to a range of audiences

26%
Payers (B2B)

36%
Organized customers (B2B)

38%
Patient Support

Top 6 market challenges brands face

Therapeutic expertise

niche

Serve small, unique patient populations, delivering specialized care and ample patient support
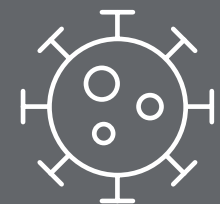
- Rare disease
- Oncology
- Gene therapy
- Hematology

saturated

Navigate large, competitive markets through unique value propositions and personalized care

- Cardiology
- Diabetes/Endocrinology
- Neurology
- Autoimmune

public

Tackle variable populations and public health challenges with a focus on prevention, timely communication, and strategic interventions

- HIV
- COVID
- Liver disease

technology

Champion innovative solutions by emphasizing ease of use, provider education, and strategic partnerships

- Medical devices
- Diagnostics
- Digital diagnostics
- Digital therapeutics

biosimilars

Expand choice in market by broadening access and cost options, ensuring patient/provider experience lives up to expectation set by original product

- Diabetes
- [Autoimmune and inflammatory disease]
- Oncology

portfolio

Elevate and redefine brands through strategic expertise, shaping the entire healthcare landscape

- Brand presence
- Therapeutic expansion
- Category reinvention

Uncovering actionable insights

Curiosity-driven discovery
that leads to real-world impact

Payer Panel

We get first-hand insight from 300+ population-health decision makers representing national and regional payers as well as hospitals and systems across the country. These current and former D- and C-Suite executives share their experiences and opinions.

Behavioral Scientists

Our team of experts helps us understand audience mindsets, motivations, and desires. This in turn helps us develop objectives, behavioral levers, and current/future outcomes that we turn into actionable experiences.

IDNtify

This data-driven, insight-based solution enables us to provide profile-specific recommendations to IDNs. Leveraging advanced targeting to prioritize customer segments, we can help optimize access and improve sales force performance.

Field Teams

Our reimbursement and access field teams provide invaluable on-the-ground insights, enabling us to pinpoint crucial pain points and craft customized strategies to assist healthcare providers in tackling challenges associated with coverage and cost.

Our goal is to help you exceed yours

To our clients, we promise to:

1 Immerse ourselves in the ins and outs of your brand

2 Address the unique challenges you face and uncover the opportunities that lie within

3 Help you navigate the ever-changing landscape of the healthcare industry

4 Adapt our approaches to always keep you one step ahead

5 We amplify your impact in your organization

How can we help?
Let's talk.

www.sphericoagency.com

SPHERICO