

A roadmap for success

Navigate global pricing and market access with evidence-driven strategy



Identify the points where early evidence, pricing insight, and payer expectations can shape a stronger global strategy.



Pricing and market access planning is rarely linear. Priorities evolve, the evidence base develops, and different payer expectations by market can impact global success. What matters most is knowing where early insight can influence strategic choices ahead of those key milestones.



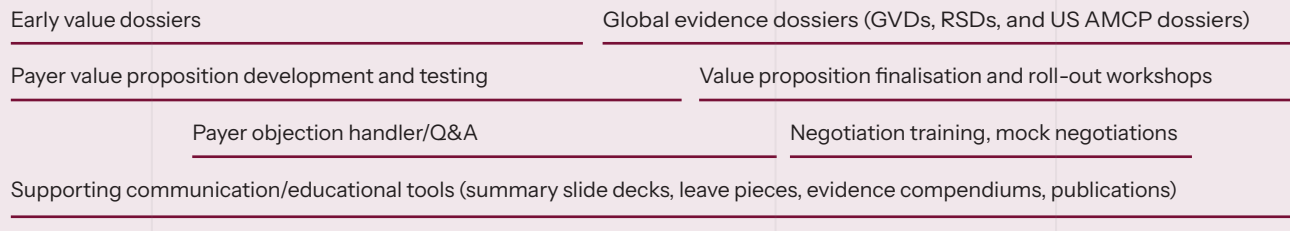
This roadmap highlights where partnering with our global value, access, and pricing experts can help strengthen decisions and deliver successful access outcomes.



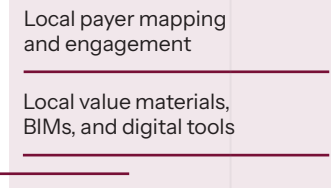
Pricing and market access strategy



Global value communication, and payer engagement preparation

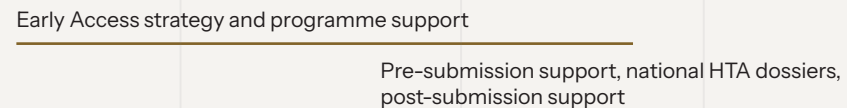


National and local payer engagement



Early Scientific Advice support

JCA and HTA readiness



Early JCA planning (PICO prediction, submission strategy)

JCA dossier preparation and submission



If you'd like to explore how our global value, pricing, and access experts can support your work, get in touch at:
evidence@petauri.com