



Strategy Optimization To Support Executional Excellence



Presentation Overview

Introducing
Archipelago

Core Areas
Of Focus

Case
Studies



ar•chi•pel•a•go

/ ,ärkə'pelə,gō / • noun

1. a group of strategists bringing market access insights together
2. a fully dedicated global value and access strategy team with decades of industry and consulting experience in access and reimbursement

We are the **global strategic value and market access specialists**
within the Havas Health & You network

HAVAS Health
& You

 archipelago

We have a **global presence** with project experience across North America, EU/UK, LATAM, and APAC



Our mission is to ensure **vital therapies access the patients who need them** whilst delivering value to all stakeholders



Everything we do,
we believe in **bringing value**



We believe it is possible for patients to receive the innovative treatments they need whilst bringing value to all stakeholders including manufacturers, payers, physicians, and policy makers



By strategic and creative thinking, evidence-based insights, and payer-focused thinking, we partner with biotechnology and pharmaceutical to optimise market access for their assets

WE ARE ARCHIPELAGO

A TEAM YOU CAN
TRUST AND ENJOY
WORKING WITH!

- Extensive strategic experience across multiple therapeutics areas and product acquisition pathways
- Senior-led and focused project teams
- Long-term partnership and accountability
- Implementable strategies
- Customized projects based on your brand's needs
- Seamless integration with other agency partners

Core Areas of Focus



End-to-end solutions' consultancy

Creation of the product's value story during all the life-cycle management (LCM)
Negotiation and re-negotiation



Reimbursement

Price and reimbursement dossier preparation
Regional adaptation



Regional HTA support

Provide guidance on the approach with regional HTAs to improve the regional adoption
Deployment of the value story among the stakeholders



Partnership with Health System

Multi-stakeholders events
Focus group on health policies



●●●● End-to-end solutions' consultancy

Guarantee access to market focusing on product's value during all its life-cycle management



VALUE STORY + MAX

- Literature review (SLR): clinical data, SoC, epidemiological data and burden of disease
- Review and adaptation from GVD
- Context and market analysis and evolution
- Focus group to test the value story



NEGOTIATION

- Creation of the value proposition for the dossier
- Define all the required P&R activities at national and regional levels
- Develop pricing and reimbursement strategies
- Provide expert input into advisory boards / discussion panels



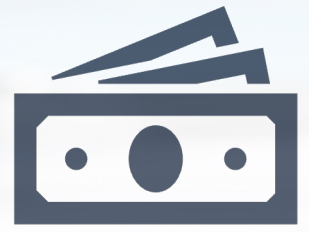
RE-NEGOTIATION

- Analysis of the first negotiation to avoid further discounts (gap analysis, restrictions, hurdles, strengths)
- Dynamic market analysis
- Healthcare consumptions at regional level
- Evidence generation with RWD



Price and Reimbursement

From the National procedure to the Regional adaptation



PRICE & REIMBURSEMENT DOSSIER

- Adaptation of Global Value Dossier
- Preparation of the official dossier
- Adaptation of the health-economics model
- Evidence generation, from epidemiological data to healthcare resources consumption



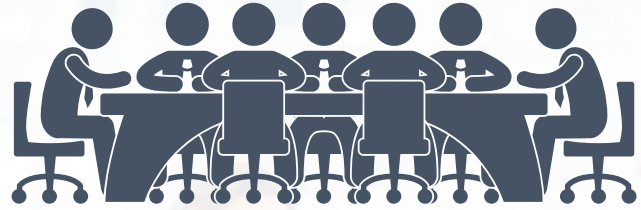
REGIONAL DOSSIER

- Conduct P&R regional landscape assessments
- Local adaptation for all the Regions
- Regional slide deck to support the value story with local payors/stakeholders



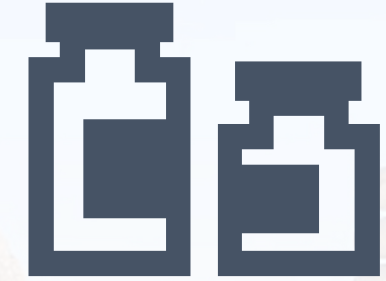
Regional HTA approach

Guidance and support for the value



REGIONAL BOARD

- Define regional HTA procedures
- Provide guidance on the approach with regional HTAs to improve the regional adoption
- Stakeholders mapping
- Regional meeting to increase the awareness and to present the value proposition



SUPPORT THE VALUE

- Slide deck to present the value story to the local payor
- Regional evidence generation



Partnership with Healthcare system

To build a new future together



MULTISTAKEHOLDER BOARDS

- To support healthcare program
- To engage institutional stakeholders
- To build strategic relationship



STAKEHOLDER MAPPING

- Healthcare and political scenario analysis to anticipate future needs

●●●● Archipelago an “end-to-end solutions” approach

Examples of ways we can help you



PLAN FOR THE FUTURE:

- Analog assessment
- Landscape assessment
- Market considerations
- Payer and provider pulse and insights



PRESERVE PROFITABILITY:

- Early pricing strategy
- Launch pricing corridors
- Access strategy
- Payer segmentation



DEMONSTRATE VALUE:

- Early value assessment and market access potential
- RWE planning
- Portfolio planning and strategy (including Indication expansion and prioritization)
- Evidence gap analysis and planning, including risk-mitigation strategies
- Evidence generation strategy
- Value proposition testing and development
- Value dossier development
- Message and payer story development



OPTIMIZE THE PROVIDER AND PATIENT/CAREGIVER EXPERIENCE:

- Patient access and assistance programs strategy
- Advocacy and influencer identification
- Stakeholder mapping
- Stakeholder and advocacy engagement

Archipelago brings well-established experience and capabilities spanning a wide range of therapeutic areas



Toxicology/ Pharmacology

Organophosphorous poisoning
Cyanide poisoning
Urine drug monitoring
Pharmacogenetic testing
(device/diagnostic)



Cardiology

Acute coronary syndrome
MI



Rare Disease

PKU
Achondroplasia
GP6 D deficiency
CLN2



Pediatrics

Infant nutrition
Vaccine



Oncology

B-cell malignancies
AML
MCC
Urothelial cancer
Breast cancer



Rheumatology

Rheumatoid arthritis
SLE



Gastroenterology

Ulcerative colitis
Crohn's disease
Constipation (OTC/DTC)



Endocrinology

Ulcerative colitis
Crohn's disease
Constipation (OTC/DTC)



Psychiatry

Major depressive disorder
Alzheimer's disease
Schizophrenia



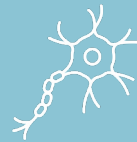
Animal Health

Canine pruritus
Feline pruritis



Urology

PKU
Overactive bladder
Bladder cancer



Neurology

Epilepsy
Multiple sclerosis
Chronic migraine



Pain Management

Chronic pain
Fibromyalgia
Diabetic peripheral neuropathy
Postherpetic neuralgia
Spinal cord injury
Neuropathic pain



Hematology

Idiopathic thrombocytopenic
Purpura
Sickle cell disease
Neutropenia



Genetics

Research//clinical
NGS
G^APD enzyme testing*



Endocannabinoid

Endocannabinoid system



Daniela Ritrovato

Director, Archipelago Value & Access Consulting, Havas Life Milan



- 15 years in Pharma industry, with a robust experience in Market Access, Health-economy and Public Health.
- With a background in clinical development, marketing and sales, I am a Market Access Executive, with a strong health economics and outcome research expertise and a robust experience with Institutional Stakeholders.
- I have led teams to achieve challenging goals and to execute innovative projects.
- Degree in Pharmacy, Master in Health Technology Assessment and Management and a PhD in Public Health from University of Milano Bicocca.

●●●● Our team have worked with a **range of clients...**

Johnson & Johnson

 Bristol Myers Squibb™

 ACADIA®

 NOVARTIS

 Jazz Pharmaceuticals.

 Roche

sanofi

AMGEN

 Pfizer

 novo nordisk®

GSK

teva

 Takeda

 AMYLYX®

 Karyopharm®
Therapeutics

 VERTEX®

CURIUM™
LIFE FORWARD

 Ablynx

WHY ARCHIPELAGO?

Solution-focused

A fully dedicated value and access strategy team with decades of industry and consulting experience in access and reimbursement

Well-established experience and **capabilities spanning a wide range of therapeutic areas**

Global presence



Connect with us
to learn more

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 SCAN ME