

» Services for pharma manufacturers & technology companies

A changing national healthcare market demands a new approach
Visante will improve your performance in the hospital and health system market segment.

The hospital and health system market opportunity

Pharmaceutical manufacturers and suppliers of health technology have historically been very effective in marketing to individual healthcare practices and practitioners. However, the hospital and health system market segment is complex and evolving, requiring in-depth knowledge of the unique dynamics of this exciting market opportunity. Visante provides exceptional expertise that can greatly improve market share and positioning in this key segment.

Define the value proposition to gain market share

Visante consulting can help you gain greater success in the hospital and health system marketplace by defining a value proposition that clearly resonates with the hospital C-Suite and other key decision makers. We work with you to develop a business proposition that incorporates the nuances of financial, clinical, regulatory, quality and operational concerns in the hospital setting. Decision makers will be able to better understand your product's or service's impact on cost and care, creating opportunities for formulary inclusion and significant growth.

Visante medication management expertise

Visante consultants bring current hospital experience and acumen to your organization, helping you to better understand the challenges and opportunities a medication can offer to this growing and evolving market segment.

In addition to strategy, Visante consultants can help you develop relationships within the hospital and health system marketplace. As leaders in our respective areas of practice, we work and serve alongside well respected and innovative hospital and health system practitioners and business decision-makers. Together, we will improve patient care as we develop new and better ways to manage medications.

Can you answer these critical questions?

- Does your value proposition resonate with hospital decision makers?
- Do you have a budget impact model with clinical pathways?
- How does your product support accountable care and value-based purchasing?

Define your value proposition.

“Visante brings real life, real-time hospital leadership experience that helps pharma companies better define their value proposition and dramatically increase performance in this growing, complex market.”

- Fred Pane, Senior Director, The Medicines Company

A multifaceted strategy that demonstrates value — Visante can help position you for success with your hospital customers

Visante consulting has the expertise and experience you need

Visante's consulting team can help our clients with strategy, education, training and access to market leaders. We come alongside at many points in the product lifecycle and provide services that meet your business objectives and specific sales and marketing needs. We offer five key areas of consulting services in addition to providing ongoing assistance.

Visante consulting services for pharmaceutical manufacturers & suppliers

- » **Strategic planning:** Visante executives conduct a strategic planning meeting with your team to develop a comprehensive value proposition for the hospital and health system market that takes into account clinical, financial, regulatory, operations and other key areas of impact. We will help you better define market opportunities, targets, obstacles and messages. The result of the meeting will be a comprehensive sales and marketing platform that supports market growth.
- » **Advisory boards:** Visante consultants will help you develop a strong, objective and focused advisory board that can provide the kind of insight and expertise you need to develop and market your products. We help you access key individuals in your subject area.
- » **Critical assessments and mock Pharmacy & Therapeutics committee:** Understanding the body of clinical and financial evidence for a medication is vital and Visante can provide a level of detail and expertise unmatched in the industry to help you develop a more compelling case for your product that will improve formulary positioning and pull-through strategies.
- » **Sales and marketing education and support:** We can help educate your sales and marketing organization to prepare them for greater success with their hospital and health system customers. We provide training and support in many areas, including 340B, reimbursement issues, specialty pharmacy, regulatory issues and compliance, value-based purchasing, and more.
- » **Implementation support for hospital customers:** Unfortunately, too many hospitals purchase technology solutions but do not allocate sufficient resources and expertise to effectively implement the technology and optimize the value to the organization. Technology companies use Visante consultants to assist their hospital clients with effective planning and implementation of pharmacy technology solutions.
- » **Ad hoc support:** Our clients rely on us for expertise for a variety of challenges. Our interdisciplinary team provides insight and support, including key account sales and marketing assistance, access to experts for roundtables and meetings, sales channel strategies, and overall strategies for the evolving hospital and health systems market.

» **To find out more about Visante, please visit visanteinc.com or call (866) 388-7583.**

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