



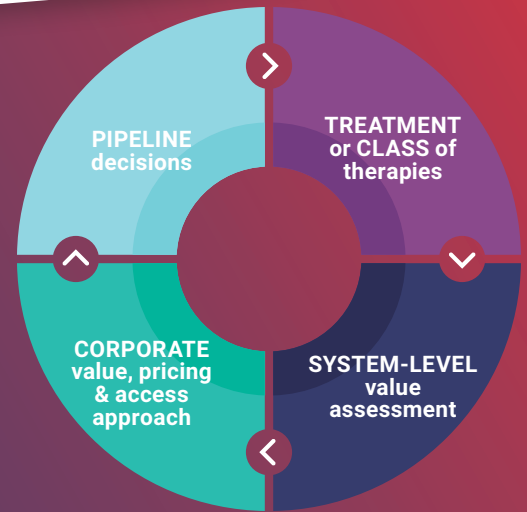
# Value Communications

The role of value in health care has evolved over time and become more central in determining which treatments patients have access to. A range of factors impact how key stakeholders—patients, providers, payers and policymakers—view value, including: the scientific ecosystem, the market and policy environment, payor reimbursement, patient needs and health equity. To ensure that new products successfully reach the intended patients, companies must be strategic and proactive in shaping multi-dimensional perceptions of value throughout the lifecycle of a product.

## THE EVOLUTION OF VALUE

**Value communications do not end—or begin—when a new treatment is launched.** Companies can shape the value conversation on a pipeline, product, corporate, and societal level, and at any point along the clinical development continuum.

However, **as the environment shifts, so does the value proposition** of every medicine, pipeline and company. To mitigate reputational risk and ensure access, companies should be proactive in their efforts to shape their value narrative.



## VALUE COMMUNICATIONS THAT RESONATE

Successful value communications campaigns tell a compelling story about the benefit that new treatments bring to patients, foster alignment among influential stakeholders, and ultimately, ensure patients have access to the treatment that will benefit them most.

Reservoir Communications Group is uniquely qualified to help companies tell their value story from discovery to delivery through our in-depth health care and value expertise; strong patient, payor, provider and policymaker relationships; knowledge of the policy environment; and focus on excellent execution. Our synergistic capabilities, including research and analytics, earned media, thought leadership, advocacy and policy communications, allow us to influence those who matter most on behalf of our clients.

