



# Navigating Market Access with Magnolia

**Evolving Evidence Into Value:  
How Cross-Functional Collaboration  
is Critical to Strategy & Messaging  
for Industry**

*July 24, 2025*



a medical knowledge group company

# Navigating Market Access with Magnolia

## Today's Speakers



**Christine Molbury**

*SVP, Market Access & Value  
Solutions*



**Beni Turner**

*Director, Real World Clinical  
Insights*



**Amanda Forys**

*Managing Partner*

# Our Focus



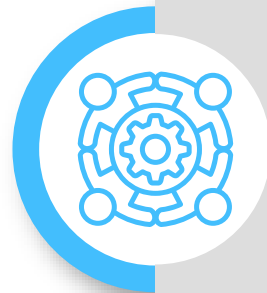
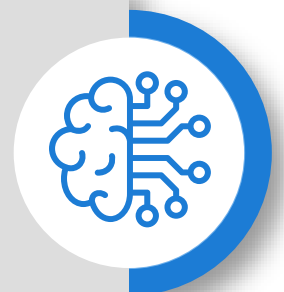
**Aligning on a  
shared goal and  
individual roles**

**Understanding  
stakeholder roles  
and values**



**Defining value**

**The role of evidence  
in developing value**



**Benefits of  
collaboration**

# Our Shared Goal:

## Access is at the center of everything we do

### One Goal

- Many different stakeholders sharing one goal

### Different Roles

- Different, and necessary roles to reach shared goal

### Complicated Journey

- Journey can be complicated; many decisions along the way

### Data Backed Decisions

- Reliance on data to ensure the right decision is made for each patient



**How do we find the right data, synthesize it, and translate it in a way that will support critical decision making?**

# Stakeholder Considerations

*What matters to them and how can we collaborate to expand access?*

## External



HCPs



Payers



Patients



Caregivers



Sites of Care



Pharmacies

What matters to them?

## Internal



Executive  
Leadership



Account Teams



Marketing



Medical



Patient Services

How can we collaborate?

# Focus on Key Access Stakeholders Allows for Meaningful Goals

## Payer

Develop **favorable medical policies** that result in coverage for the medication

## HCP

Provide **ample clinical evidence to justify use of the product** and to build confidence that, when prescribed, **their patients will have quick and affordable access to therapy**

## Site of Care

Hospital

HCP

Pharmacy

Ensure sites of administration place on their formularies and **ensure seamless distribution to facility, easy access, and administration** of the product

## Distributor/ Specialty Pharmacy

Create an **effective distribution plan** to ensure product is available when needed

## Patient

Support patients in **getting access to the medication they need, when they need it**



Understanding these differences is crucial for tailoring strategies that resonate effectively

# Defining Value

## VALUE

A quality or idea that is considered important, reflecting personal or societal beliefs and guiding behavior

## VALUE IN BIOPHARMA

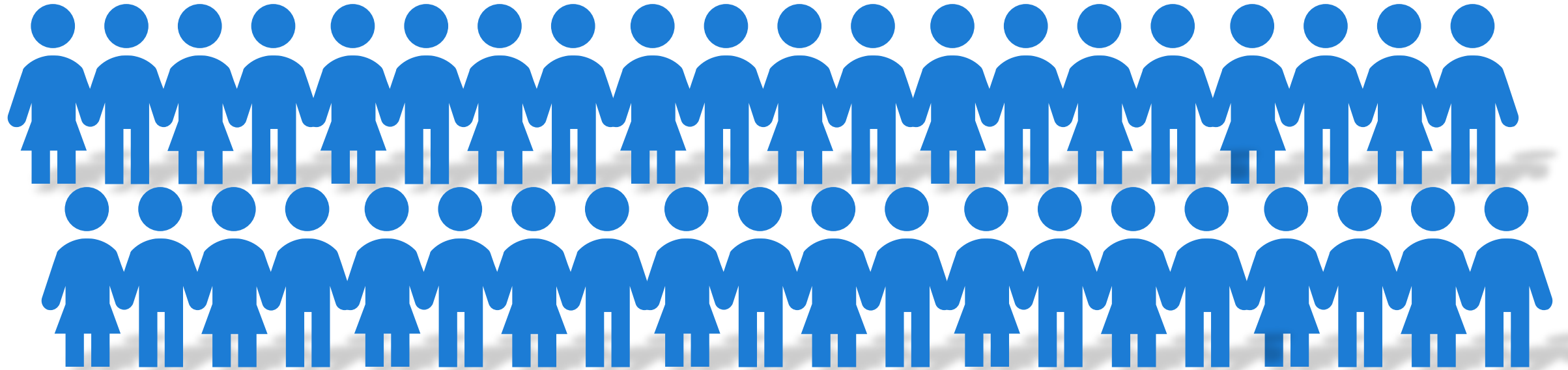
- Patient outcomes
- Economic benefits
- Healthcare system efficiencies
- Affordability



**Values act as guiding principles; influencing decisions, interactions, and shaping individual and societal norms**

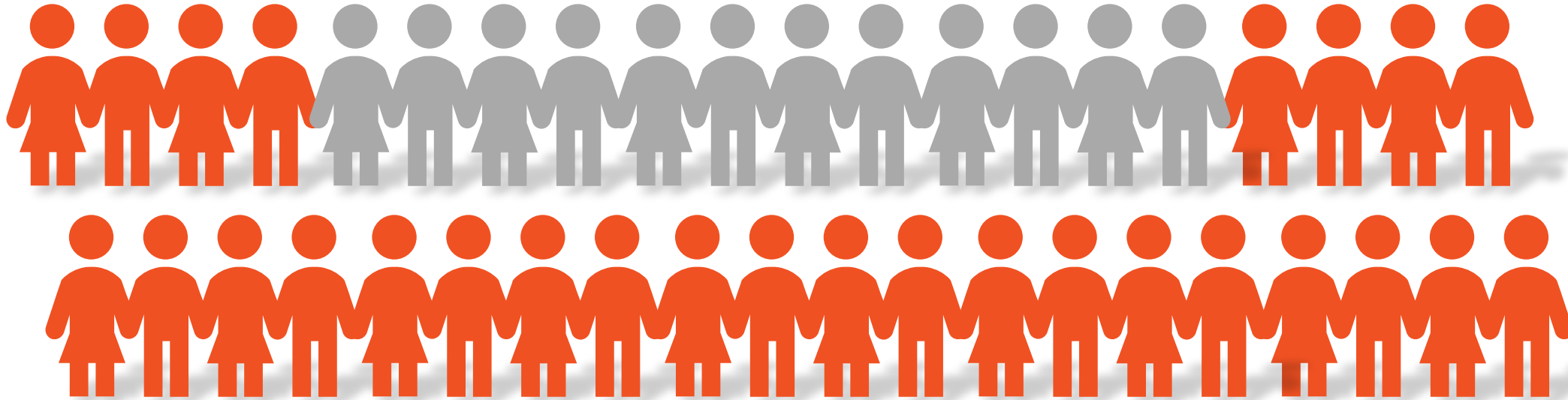


# The Value of Value





# The Value of Value



nearly  
**70%**

Of consumers would continue buying from their favorite brands even if prices increased, but would switch when a competitor offers **superior value**<sup>1</sup>

<sup>1</sup>New UserTesting Global Study Finds Brand Loyalty Stronger Than Ever—Even as Prices Rise. UserTesting.com. Published 2019.  
<https://www.usertesting.com/company/newsroom/press-releases/new-usertesting-global-study-finds-brand-loyalty-stronger-ever-even>

# Let's talk about what value means to us



**Beni Turner**

- Mom of 3 teenage girls
- Loves yoga and running
- Passion for problem solving
- Foodie
- Dog Lover (only my dog)
- Loves reading
- Sucker for a good spreadsheet
- Moonlights as a stylist
- Previous professional mascot
- Believes almost any animal can be a pet, if you want it enough

# Let's talk about what value means to us



Beni Turner

## Personal:

- Time
- Ability to support and watch my girls grow
- Peaceful environment
- Good food

## Work:

- Good partners
- Opportunities to solve problems
- Growth
- Flexibility

# Let's talk about what value means to us



Christine Molbury



**Beni Turner**

## Personal:

- Space
- Quiet and relaxing environment
- Time with my pets and husband
- Mindfulness

## Work:

- Ability to zoom out and in between in the weeds project work and strategy
- Diverse work streams
- Opportunities to use left and right brain
- Coworkers who value problem solving

# Defining Value Across Stakeholder Groups



# Let's talk about what value means to us



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# Synthesizing Evidence to Develop Value

**RCT**

**RWE &  
HEOR**

**Social  
Listening**

**Literature**

**Market &  
Competitor  
Research**

**Ad Boards**

**Interviews**

**Surveys**

# Synthesizing Evidence to Develop Value

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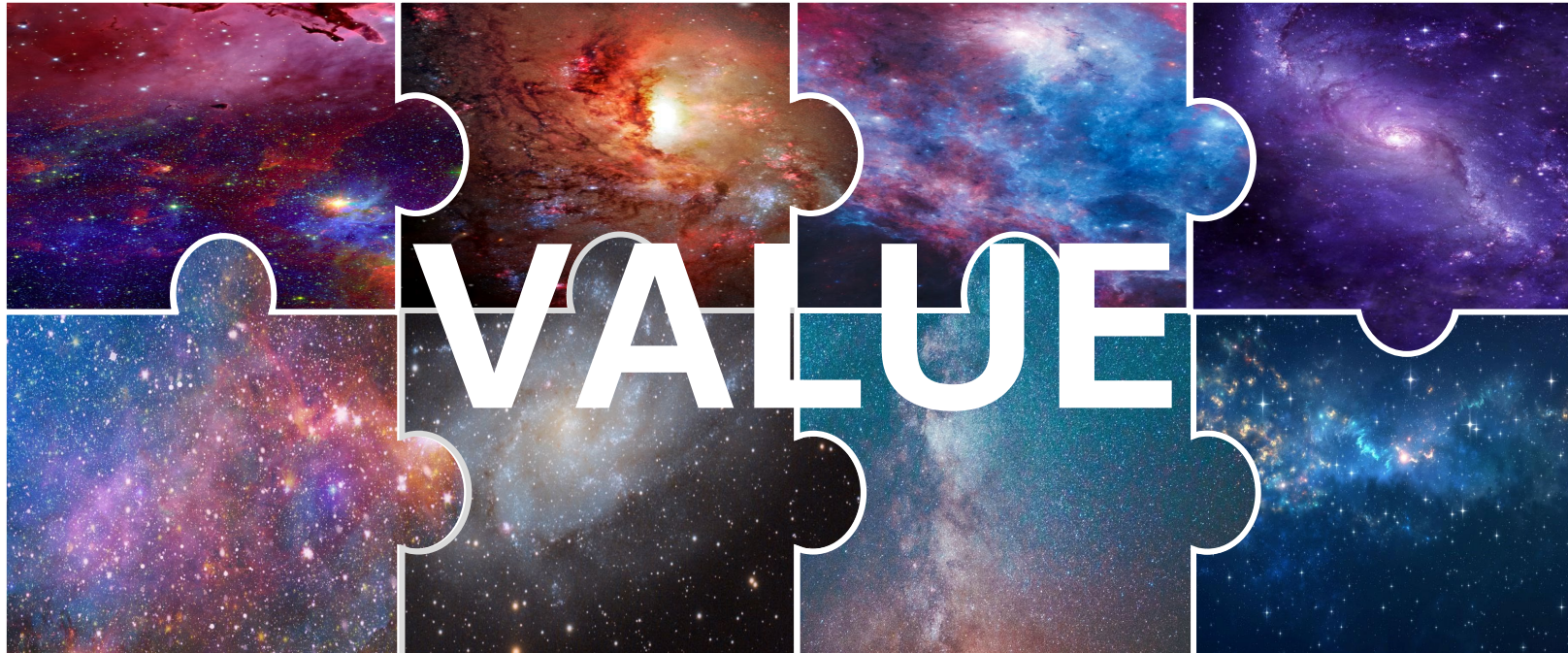
# Synthesizing Evidence to Develop Value



Confidential – Do Not Distribute



# Synthesizing Evidence to Develop Value



# Case Study:

## Re-establishing value 10 years post-launch

### Situation

- Rare disease, not easily diagnosed, can be life threatening
- 10 years of product coverage with parity to primary competitor
- Drug was being pulled off formularies

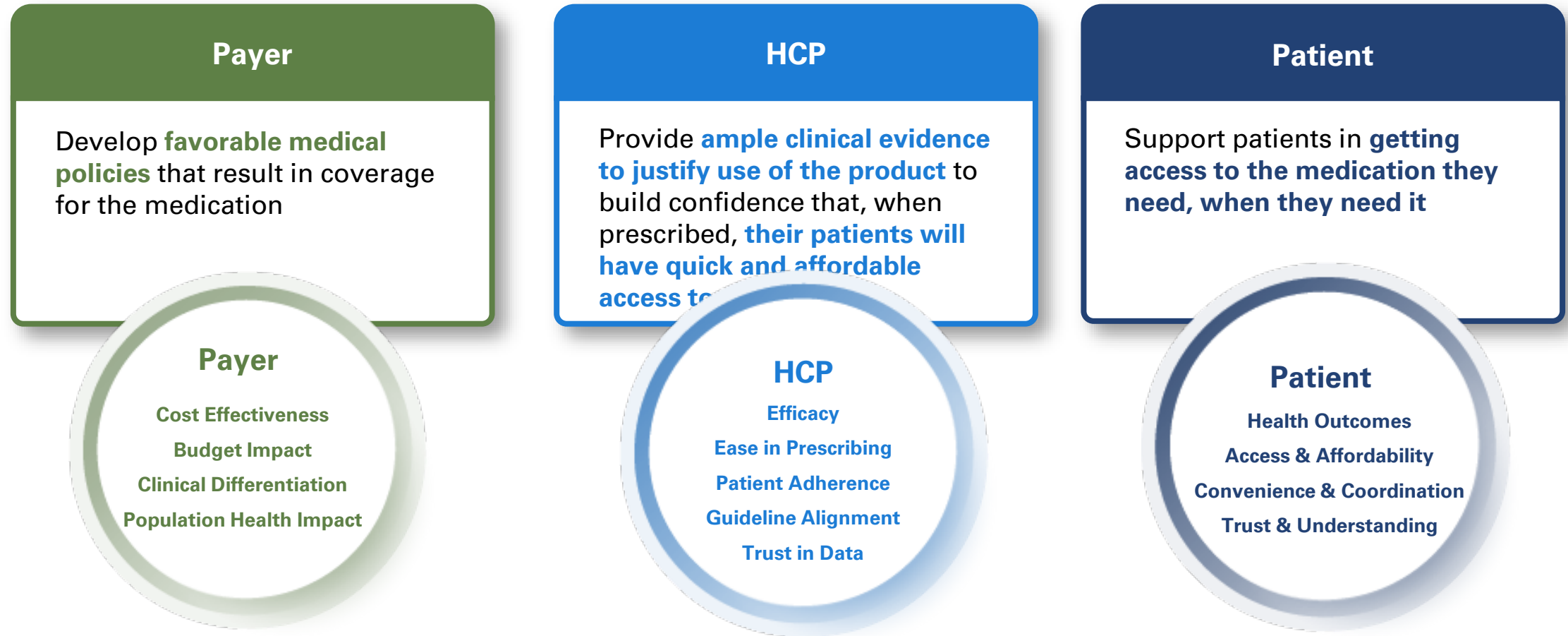
**Why is this happening?**

### Initial findings

- Competitor focused all value messaging on efficacy gains over client product
- Combined with preferential payer contracts (rebates, etc.), competitor became preferred drug, and payers began removing client product from coverage
- Clinical data demonstrated efficacy
- Given small probability of overcoming power of competitor client determined the argument needed to be made for parity and coverage inclusion, not preferential treatment

**Need to establish value beyond efficacy**

# Case Study: Step 1 – Understand the stakeholders



What data do we need to prove our value beyond efficacy to these stakeholders?

# Case Study:

## Asking the right questions to uncover opportunities

### Payer

- Are there any signals in RWD to indicate competitive advantage over competitor?
- Do we fully understand the patient subgroups in which our product is most effective?
- Can we leverage RWD/RWE to enhance our evidence package?
- How can we show that our product has economic value, without contracting?

### HCP

- 10 years of data; what is our product's reputation?
- How will HCPs react to having to switch to competitor?
- Is there any issue that patients have had with competitor that may be concerning for HCPs?
- Are their guidelines that support use of our product for this disease?
- What is the access journey?

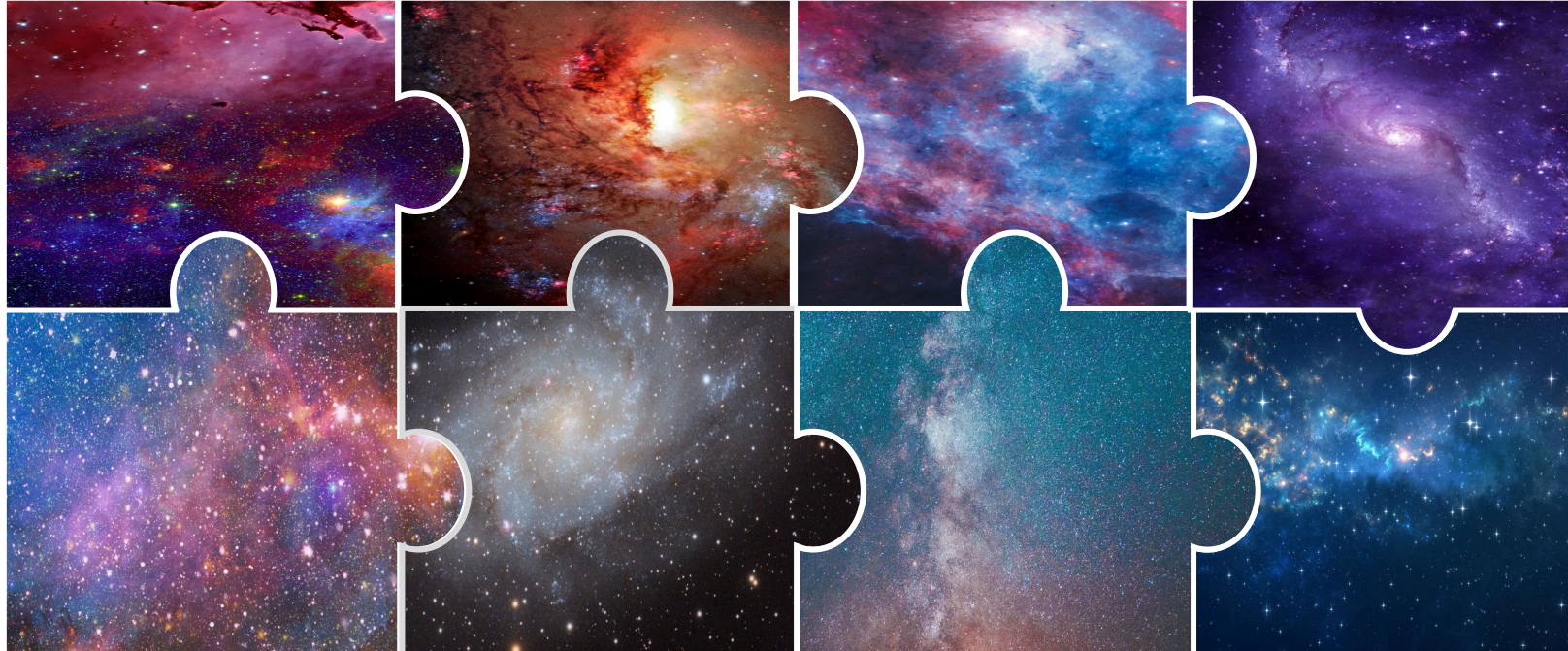
### Patient

- How will patients react to having to switch medication?
- What is the out-of-pocket cost to the patient? Will they be able to afford it?
- Will they need to find a new site of care?
- Is dosing and administration going to be too burdensome?
- What kind of patient support is offered by competitor?



# Integrating Data to Create Cohesive Messaging

*Crafting comprehensive narratives*



**Cross functional data integration enhances the relevance and impact of messaging**

# Case Study:

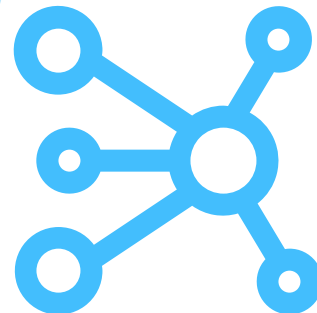
## Back to the drawing board

1



**Signals of  
Differentiation**

2



**Connections to  
Known Priorities**

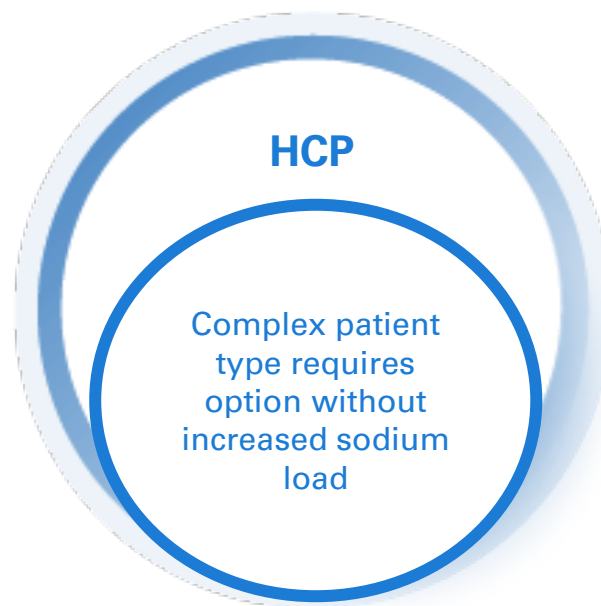
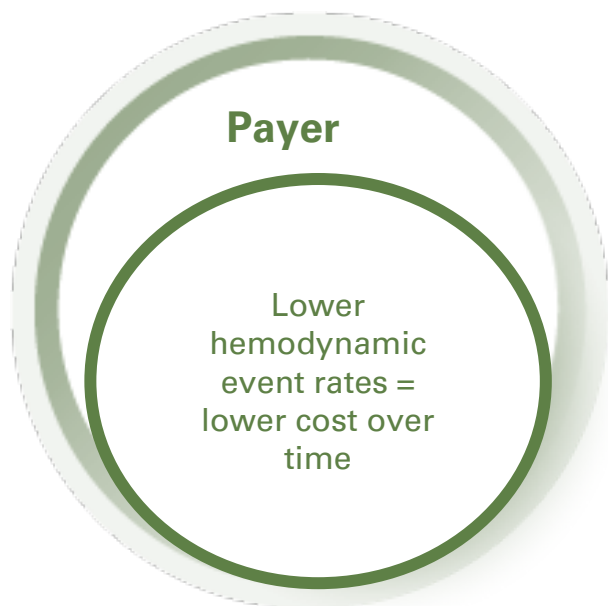
3



**Message  
Refinement**

# Case Study:

## Translating value for your target audiences



**The Result: Matrix teams were armed with messaging to support conversations with stakeholders who were able to advocate for policy improvements, resulting in patient access**



# The Value of Value, Revisited

## The IKEA Effect

Customers assign a **higher value** for **products they have had a hand in creating** which leads to **stronger engagement** and **willingness to adopt new offerings**



<sup>1</sup>Cognitive bias in which consumers place a disproportionately high value on products they partially created. Wikipedia.org. Published February 7, 2013. Accessed July 24, 2025. [https://en.m.wikipedia.org/wiki/IKEA\\_effect?](https://en.m.wikipedia.org/wiki/IKEA_effect?)

# Limitations of a Siloed Strategy

## Typical Silos

- Access
- HEOR
- RWE
- Market Insights
- Clinical Development
- Regulatory Affairs
- Marketing
- Sales

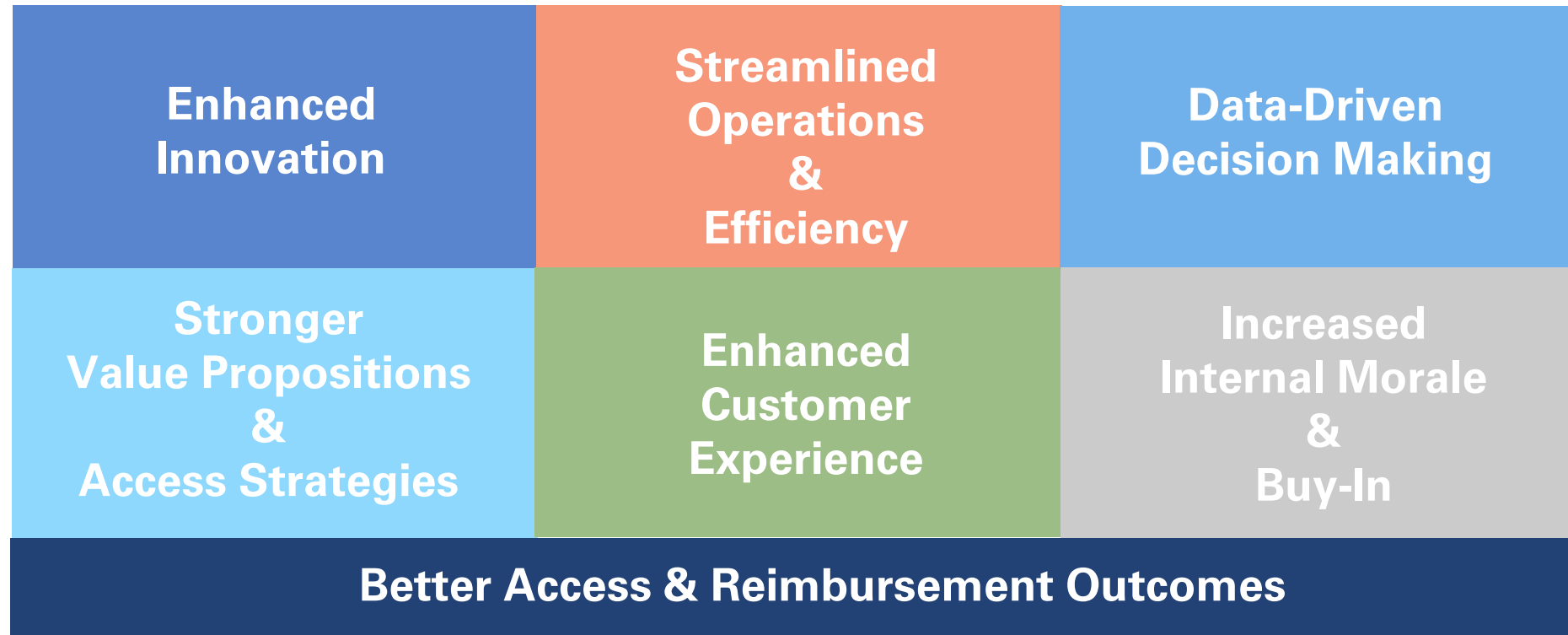
## Results of isolated working approaches

- ✗ Misaligned objectives
- ✗ Inconsistent messaging
- ✗ Delayed access



**Siloed strategies often lead to fragmented messaging, inefficient resource use, and potentially less persuasive value demonstration to stakeholders**

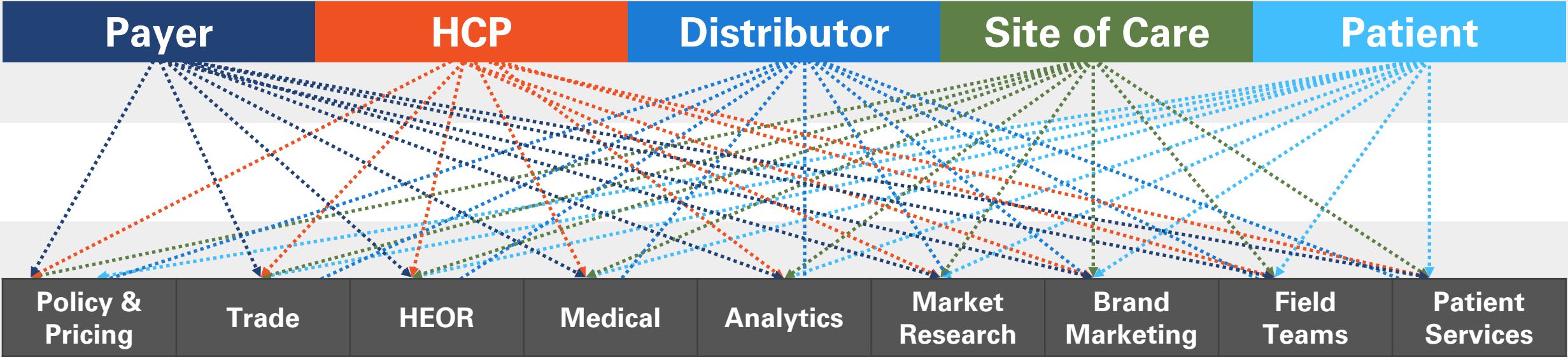
# The Power of Cross-Functional Alignment



**Cross-functional collaboration is a key driver for innovation and competitive advantage**

# External and Internal Stakeholder Collaboration

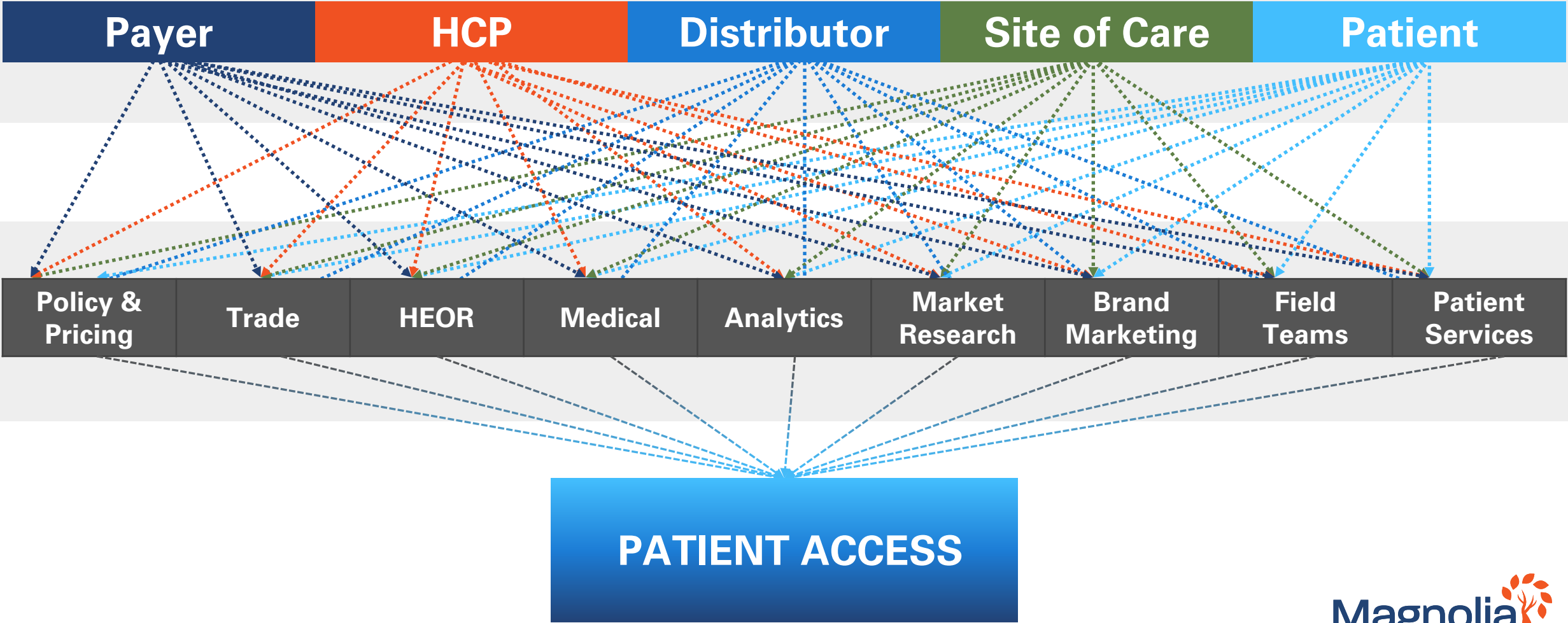
*It's a web, not silos*





# External and Internal Stakeholder Collaboration

*All connections lead to access*



# Wrap-Up & Key Takeaways



**One shared goal; different roles & values**



**Shortcomings of siloed strategies**



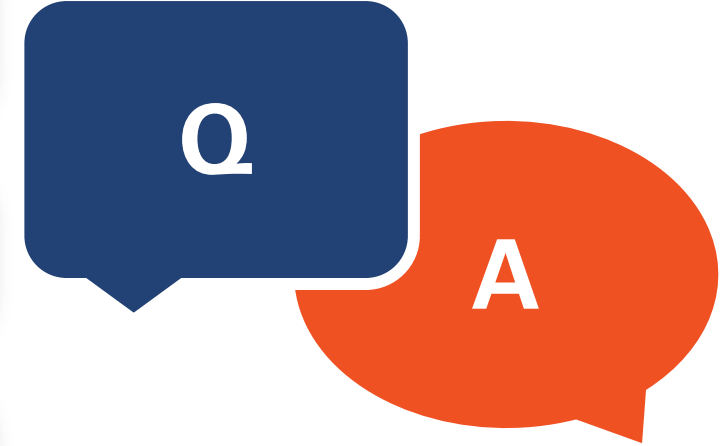
**Importance of understanding stakeholder-specific values**



**Need for data to develop cohesive and clear messaging**



**Impact of cross-functional collaboration**



Join us for our next

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# Brand Planning in a Budget Constrained Environment

**Thursday, August 28, 2025  
12:00 PM to 1:00 PM Eastern**

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[magnoliamarketaccess.com](https://magnoliamarketaccess.com)



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