



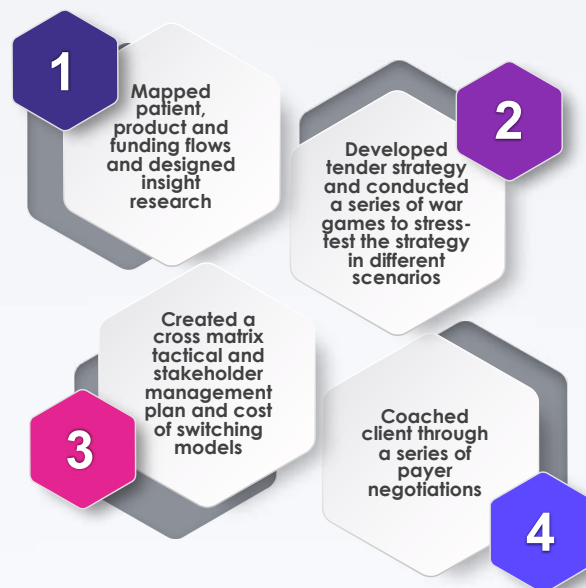
Case Study
**Strategic, innovative tender
management**

Strategic, innovative tender management

Client's Challenges

- Client was in a dominant position in a rare disorder market when the health service announced they were going to introduce a competitive tender process
- The tender was intended to result in a forced switch of patients to the product that submitted the most commercially attractive offer
- Lack of visibility of funding for the rare disorder, meaning new patients were being denied access to therapy

Our Solution



Outcomes

- Securing existing patients, whilst ensuring that no patient faced the worry and uncertainty of potentially having to switch treatment in a winner-takes-all tender situation
- 3 year duration of contract – price certainty and removal of the threat of a winner-takes-all scenario for existing patients for 3 years
- Provision of a rebate of 4.5%
- Visibility of funding for the rare disorder, which will lead to centralised reimbursement model

Client Feedback

"If I had predicted this outcome 18 months ago when the nuclear scenario of competitive tender and enforced switch was presented to me, I would have been very happy! I want to sincerely thank you for your help, support, advice and input into the entire process. I am quite sure that myself and the team here could not have done this without you."

Franchise Head, Genetic Diseases, Leading Rare Disease Company



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