

Comprehensive solutions for market access and patient support

Commercialization and market access consulting

At Innomar Strategies, we specialize in navigating the complexities of the pharmaceutical landscape, offering tailored solutions to help optimize your market access and commercialization strategies.

Our services include:

- **Canadian market access strategy:** Expertise in developing product submission and negotiation strategies for both public and private payers
- **Strategic product planning:** Comprehensive support from commercialization to lifecycle management
- **In-house market research:** Complete qualitative and quantitative research capabilities to inform strategic decisions and enhance market understanding
- **Integrated Health Economics and Outcomes Research (HEOR):** Comprehensive health economic modeling, publication and strategy development, including observational, willingness-to-pay, and burden of illness studies
- **Real-world evidence (RWE):** Patient reported outcomes, cost and resource utilization data collection through patient support program integration and use of real-world evidence (RWE) generation to demonstrate value and support optimal decision-making
- **Sales and Medical Science Liaison (MSL) recruitment support:** Comprehensive commercial organization support, including territory analysis, targeting, and seamless transition to internal resources
- **KOL (Key Opinion Leader) relationship building:** Preparing the market through effective engagement with KOLs, facilitating advisory boards, and implementing disease-state education programs



Patient Support Programs (PSPs)

Our PSPs are designed to help patients access the medications they need while optimizing their treatment journey. Key features include:

- **Customizable program development:** Tailored solutions to meet brand needs and adapt to the therapeutic environment, enhancing patient engagement and support
- **Robust analytics and reporting:** Providing up-to-date business intelligence to inform strategic decisions and improve program effectiveness
- **Personalized case management:** Streamlined processes for faster access to medication, improved adherence, and optimal patient outcomes
- **Comprehensive service offerings:** Nearly 160 full-service and reimbursement programs to support diverse patient needs and ensure successful treatment journeys
- **Clinics, nursing, and pharmacy support:** Innomar Pharmacy network and over 160 Innomar Clinic locations across Canada seamlessly integrate with PSP services



To learn more, contact us at www.innomar-strategies.com