

SIMUL8
— for Healthcare —

SIMUL8 Market Access

Transform communication and add value to your partnerships with healthcare payers and providers using SIMUL8 Market Access - a new solution which enables you to share dynamic patient pathway models with clients.

SIMUL8 Market Access allows market access teams to:

- ✓ Build effective partnerships with healthcare payers and providers
- ✓ Add value to their work
- ✓ Gain intelligence about the “*pain points*” in the process and how these can be solved
- ✓ Develop understanding about the impact of any new product or redesigned service
- ✓ Increase reach into organizations

Increasingly pharmaceutical and medical device companies are developing solutions which will benefit healthcare, and want to work in partnership with target stakeholders to understand the current patient pathway to ensure that a new solution can address existing service concerns and ensure improvements for patients.

Why use simulation for Market Access?

Healthcare decision makers need to be convinced of a new solution and its impact on cost, staffing and resources before approving a business case for change. Many healthcare decision makers do not have a detailed view of how the current system works to make informed decisions.

Using simulation you can model the current real world system, thereby adding significant value and insight to healthcare organizations and demonstrate how your solution will improve it.

Exploring scenarios in a simulated environment has significant benefits over other planning tools including:

- ✓ Minimal disruption to existing healthcare processes
- ✓ Easy to configure tool for testing a wide variety of scenarios
- ✓ Powerful visualization
- ✓ Fast run times
- ✓ Reliable approximation of actual performance on the system

Why Use SIMUL8 Market Access?

SIMUL8 Market Access is a new groundbreaking market access solution.

A simulation pathway solution, it enables organizations to not only share pathways with clients, but also allows clients to share these pathways with colleagues in their own organization.

Maximizing Value by Repeating and Sharing Pathways

Many healthcare processes are generic: diseases develop in the same way depending on the patient characteristics and the interventions available to them. This means you can reuse your pathway models, allowing different healthcare systems to localize them by simulating their own **patient requirements, service models, costs** and **resource availability**.

Once they have created their local simulation pathway, users can **test improvement scenarios**, save solutions online, send them to colleagues to view and **export results** to a business case.

Standard of Care

Once a simulation pathway is created, it can be adapted to any organization. This can then be adopted as a Standard of Care pathway to test a range of improvement scenarios.

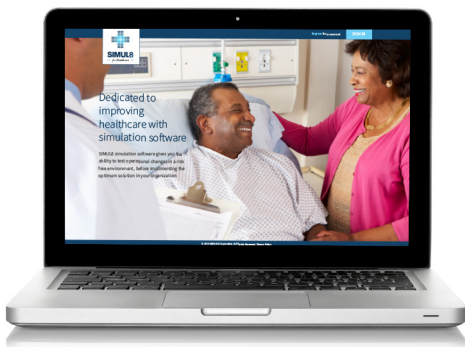
Organizations using this approach

Many pharmaceutical and medical device companies are already developing effective partnerships with healthcare payers and providers using these techniques including:

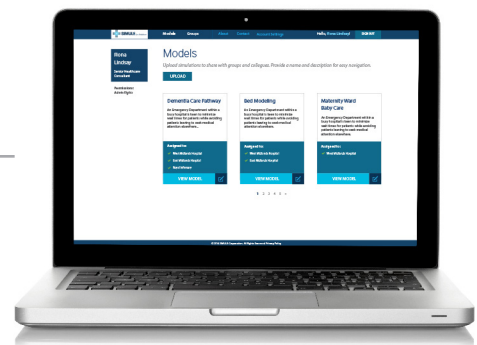


Guide to SIMUL8 Market Access

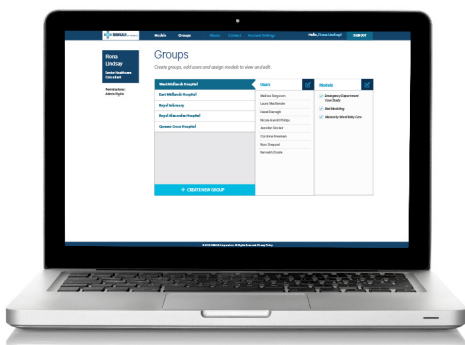
1. Create your branded private online portal for a professional look and feel.



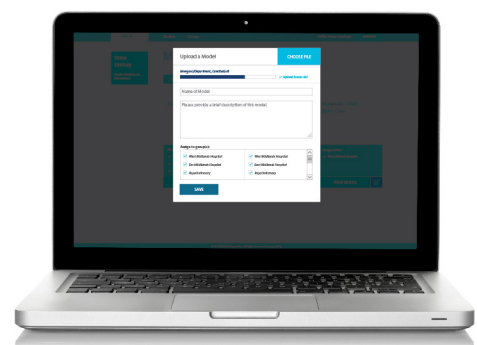
2. Develop simulation models and upload them to your own Market Access area.



3. Share your simulations online with clients and colleagues, and allow them to set up user groups for their organization or user community.



4. Users can amend the model, save it and share it with other colleagues.



This approach *transforms* the communication and adoption utilization of new healthcare solutions, *accelerating* healthcare improvements and creating a *powerful* dialog between solution providers and healthcare organizations .

Pricing will be per user/per year with a minimum purchase of 25 users. The price per user decreases with the number of users

Please contact healthcare@simul8.com to discuss how SIMUL8 Market Access could work for your organization.