

VALUE VANGUARD



FEATURING...



ESTHER, A GLOBAL ACCESS AND PRICING DIRECTOR, STRUGGLES TO ESTIMATE TPP PRICE POTENTIAL WITHOUT ROBUST INSIGHTS AND ANALOGUE ANALYTICS. WITH NURO'S CUTTING-EDGE INSIGHTS, CAN SHE DELIVER A WINNING STRATEGY AND EXCEED BRAND EXPECTATIONS?

HOW IS IT ALREADY 1PM?! GLOBAL ACCESS AND PRICING DIRECTOR ESTHER HAS WASTED HALF THE DAY TOGGLING BETWEEN SYSTEMS IN SEARCH OF ELUSIVE CLINICAL EVIDENCE DATA...

Obseletor 1.0

ERROR!!!
Oops! Something went wrong

Please wait...
35%

I NEED ROBUST INSIGHTS, NOT JUST ON PAST LAUNCHES... BUT ALSO PIPELINE!

UGH, I STILL HAVE TO CALL TOM, DICK, AND HARRY TO SEE IF THEY KNOW OF ANY ANALOGUES...

STILL ZERO RATIONALE FOR COMPETITOR'S PRODUCT PRICE CHANGES...

NURO TO THE RESCUE!

INITIATING TRANSFORMATION SEQUENCE!

I'M NURO!

HERE TO HELP YOU DEVELOP PRICING STRATEGIES AND CONQUER EVERY MARKET THREAT!

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EVALUATING YOUR TPP!

ANALYSING 1.5 MILLION DATA POINTS!

BENCHMARKING TO YOUR COMPETITION!

I NOW KNOW PAYER EXPECTATIONS, UNDERSTAND ALL UPCOMING COMPETITOR THREATS, AND CAN CONQUER ALL ROUTES TO PRICING SUCCESS!

FASTER BD/L ASSESSMENTS!

DEEP HTA INSIGHTS!

EASY COMPETITOR BENCHMARKING!

PIPELINE ANALYTICS!

SERIOUS PMA POWER!



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