

Value-Based Healthcare

What It Really Means for
Market Access in Pharma & MedTech

The Shift

Value-Based Healthcare changes everything

It redefines success:

👉 Not volume
👉 Not price
👉 Not launch speed

But:

- **Patient outcomes relative to cost**

And that fundamentally reshapes Market Access

The New Equation

Value = Outcomes that matter to patients
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Cost to achieve those outcomes

- **Simple in theory.**
  Radical in execution.

The Old vs. The New Role

Old Market Access:

- Price negotiation
- Reimbursement submission
- Launch readiness

Future Market Access:

- Value architecture
- Ecosystem orchestration
- Lifecycle evidence strategy

From Product to Pathway

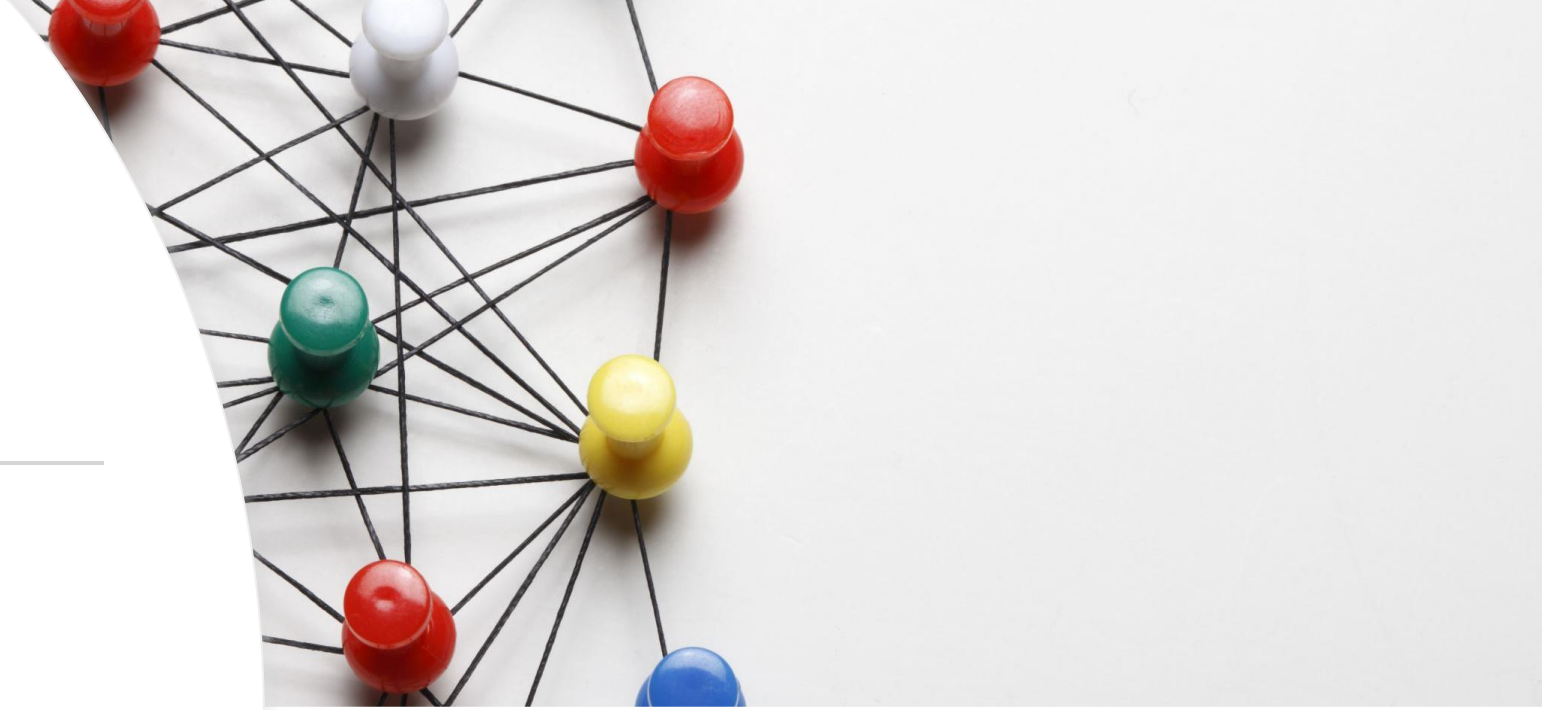
Value-based systems necessitate

✓ Structuring care around specific medical conditions
✓ Tracking outcomes and costs on a per-patient basis
✓ Aligning payments with actual value delivered
✓ Coordinating providers across various care environments

- This represents a transition from

product-focused → pathway-focused approaches

Why AI Changes the Game



The complexity is too high for manual strategy.

AI enables:

- Predictive payer insights
- Real-world evidence integration
- Scenario modeling
- Adaptive contracting strategies
- AI doesn’t replace Market Access
- It amplifies strategic intelligence



The Power of Knowledge Graphs

Knowledge Graph Connections

- Clinical data
- Economic data
- Real-world evidence
- Care pathways
- Stakeholders
- Reveal system relationships
- Shift from data silos to ecosystem intelligence

Design Thinking: The Missing Capability

Value-based healthcare cannot be implemented top-down

- It must be designed

Design thinking in Market Access means:

- Empathy for payer and patient realities
- Co-creation early in development
- Prototyping reimbursement models
- Iterative learning across the lifecycle
- Creativity becomes strategic



The Leadership Questions?



The real question for Pharma & MedTech leaders ……



Are we still defending prices…



Or are we designing measurable patient value within ecosystems?

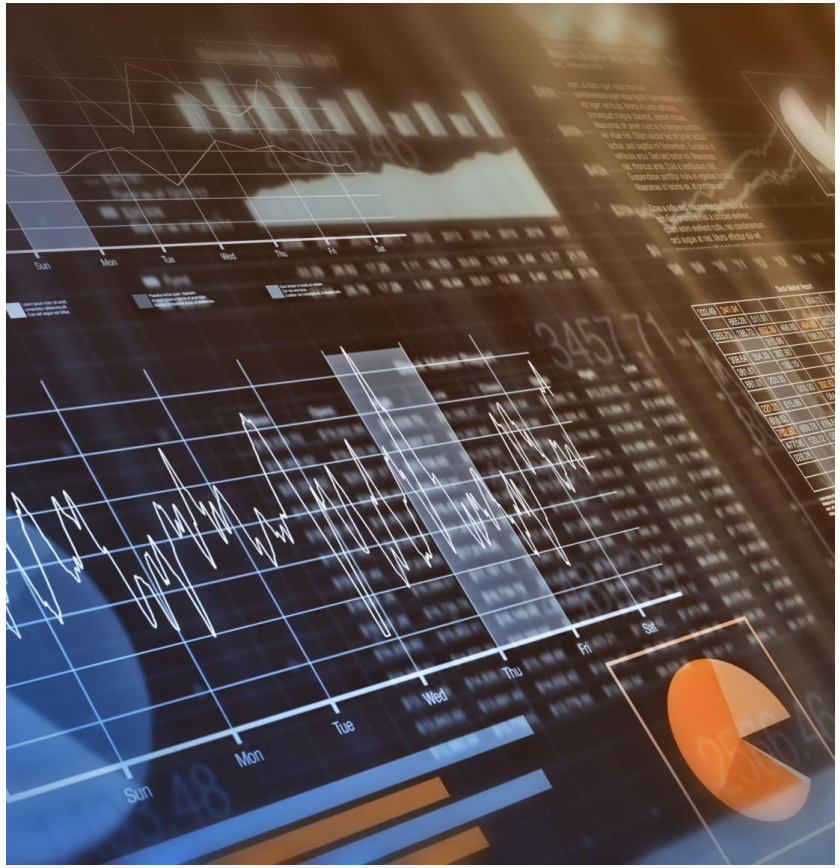
Summary

Market Access is evolving:

- From negotiator → ecosystem architect
- From data reporting → system intelligence
- From launch function → strategic partner

- **The future of value-based healthcare will be shaped at the Market Access interface**

Are you ready?



Call to Action

The future of value-based healthcare will be shaped at the Market Access interface

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