

# Global Pricing Management

## Overview

Model N Global Pricing Management (GPM) is the only enterprise-grade SaaS solution focused on maximizing revenue by reducing the risk of price erosion throughout the entire lifecycle of the product.

Built collaboratively with thousands of pricing, reimbursement, and market access (PRMA) industry leaders, the solution delivers unparalleled capabilities to design and execute optimized global market access strategies. Utilizing industry best practices, the GPM solution allows users increased flexibility in a way they track and govern prices, optimize launch sequences, simulate IRP events, and derive insights.

## Key Features

### Price Management Foundation

Enable your organization to have role-defined access to more accurate, detailed, and up-to-date PRMA information consolidated into a single global repository of prices, reimbursement conditions, country rules, market access events, exchange rates, volume forecasts, and more.

- Streamline your price governance to boost predictability and profitability
- Increase stakeholder collaboration through improved visibility into global market access related events
- Improve decision-making by utilizing built-in analytics and dashboards

APRIL 2017			
COUNTRY	PRODUCT FAMILY	EVENT	
AUSTRALIA	All Product Families	Intl Reference Pricing Event	
FRANCE	Hularax	Product Launch Rheumatoid Arthritis Market Authorization	
GERMANY	All Product Families	Intl Reference Pricing Event	
JAPAN	All Product Families	Intl Reference Pricing Event	

GPM expert community includes:

- 4600+ users
- Across 125+ countries
- Managing 430+ brands and 8700+ generic SKUs

**28%** of a total Market Access budget is spent on Launch Strategy

An average single launch requires **2.7 FTEs** solely dedicated for **17-21 months** to product strategy planning

*"We evaluated systems for the GPM area, and discovered our own system was antiquated. Of all the companies we contacted, we found that Model N provided the most integrated, comprehensive solution."*

— John Wu, Director Business Technology, Pfizer

## Global Launch Excellence (GLE)

Avoid multi-million dollar mistakes by taking advantage of the most flexible global launch sequence optimizer. Combining the accuracy of your price foundation data, adjustable market access events calendar, volume forecast scenarios, and our powerful optimization algorithms, allows the Global Launch Excellence (GLE) module to create optimized and realistic global launch sequence.

- Accelerate the launch strategy design by leveraging GLE's speed to engage in multi-stakeholder reiterative process
- Ensure accuracy and executability of the global launch plan by utilizing cross-platform stakeholder collaboration capability

COUNTRY	CURRENCY	LAUNCH PRICE	JAN 18	FEB 18	MAR 18	APR 18	MAY 18	JUN 18	JUL 18	AUG 18	SEP 18	OCT 18	NOV 18	DEC 18	JAN 19	FEB 19	MAR 19
GERMANY	EUR	150.0000	150.0000	150.0000	150.0000	150.0000	150.0000	150.0000	150.0000	150.0000	150.0000	150.0000	150.0000	150.0000	150.0000	150.0000	150.0000
UK	EUR	149.0721	149.0721	149.0721	149.0721	149.0721	149.0721	149.0721	149.0721	149.0721	149.0721	149.0721	149.0721	149.0721	149.0721	149.0721	149.0721
AUSTRIA	EUR	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000
NORWAY	EUR	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000
SWITZERLAND	EUR	132.4263	132.4263	132.4263	132.4263	132.4263	132.4263	132.4263	132.4263	132.4263	132.4263	132.4263	132.4263	132.4263	132.4263	132.4263	132.4263
BELGIUM	EUR	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000	125.0000
CZECH REPUBLIC	EUR	97.3725	97.3725	97.3725	97.3725	97.3725	97.3725	97.3725	97.3725	97.3725	97.3725	97.3725	97.3725	97.3725	97.3725	97.3725	97.3725
DENMARK	EUR	107.2471	107.2471	107.2471	107.2471	107.2471	107.2471	107.2471	107.2471	107.2471	107.2471	107.2471	107.2471	107.2471	107.2471	107.2471	107.2471
ITALY	EUR	130.0000	130.0000	130.0000	130.0000	130.0000	130.0000	130.0000	130.0000	130.0000	130.0000	130.0000	130.0000	130.0000	130.0000	130.0000	130.0000
PORTUGAL	EUR	120.0000	120.0000	120.0000	120.0000	120.0000	120.0000	120.0000	120.0000	120.0000	120.0000	120.0000	120.0000	120.0000	120.0000	120.0000	120.0000

Figure: Global Excellence – Price Output

## International Reference Pricing (IRP)

Increase the overall revenue of the product by designing and consistently executing the optimal price strategy of your product. Global IRP events are inevitable. However, retaining close control and proactively guiding your local affiliates' price change decisions will certainly improve the overall efforts to sustain the highest potential price throughout the life of the product.

- Increase market responsiveness by efficiently responding to price change requests
- Proactively drive pricing policy by continuously monitoring P&R events and simulating possible impacts

## Competitive Pricing

Provide informed guidance to your organizational stakeholders by having a quick access to your competition's pricing data. Understanding your competitor's pricing trends and having the ability to analyze your decisions in full context of the market situation allows for improved insight into payer's potential behavior.

- Avoid reimbursement delays by improving accuracy and quality of HTA models
- Improve reimbursement negotiations by having the most accurate data available
- Simplify market analysis by utilizing the built-in Unit of Measure comparison tool

*The lack of well-defined and executable realistic plans leads to poor overall launch performance. IMS analysis has shown that new products that miss their first year forecast are still lagging behind over 3 years late.*

— IMS. "Launch Excellence IV" (2013)

*Industry analysis show that external market forces, governmental pricing pressures and global reference price modifications caused in-market selling prices to erode by 3 percent to 6 percent a year.*

— Rankin, Peter J., Bell, Gregory K., and Wilsdon, Tim, *Global Pricing Strategies for Pharmaceutical Product Launches*, *Pharmaceuticals practice*, Charles River Associates

**71%** of countries using IRP rely on it solely for price decision-making

## RMaaS Delivery

Model N's innovative SaaS software delivery model, Revenue Management as a Service, means that you can have access to the current version of the software delivered through the Cloud. Benefit from a proven solution built on the most trusted cloud platform, Force.com. Continuously evolving to meet changing industry dynamics without the hassle of manual upgrades, Model N Global Pricing Management is suitable for Life Science organizations of all sizes.

- Ensure your software is always current, always available, and delivers the latest innovation and improvements as soon as they are available
- Reduce your total cost of ownership by avoiding additional hardware or IT services requirements
- Deliver fastest time-to-value through implementation of SaaS Cloud-based platform
- Ensure information security and availability of ongoing expert support

## Global Pricing Management Services

### Evaluation Services to Inform Strategy

- Global pricing maturity assessment
- Industry benchmarking
- Services to jump-start Global Pricing Initiatives: Gap analysis, scoping, business case support

### Implementation services

- Starter kit services (process, data, application)
- Training and transition services
- Services to Ensure Ongoing Deployment Health (Application use validation)

*"We work together as partners, developing and consolidating a global pricing solution to put us on the fast-track."*

— Tamira Levy,  
Director Pricing, Pfizer

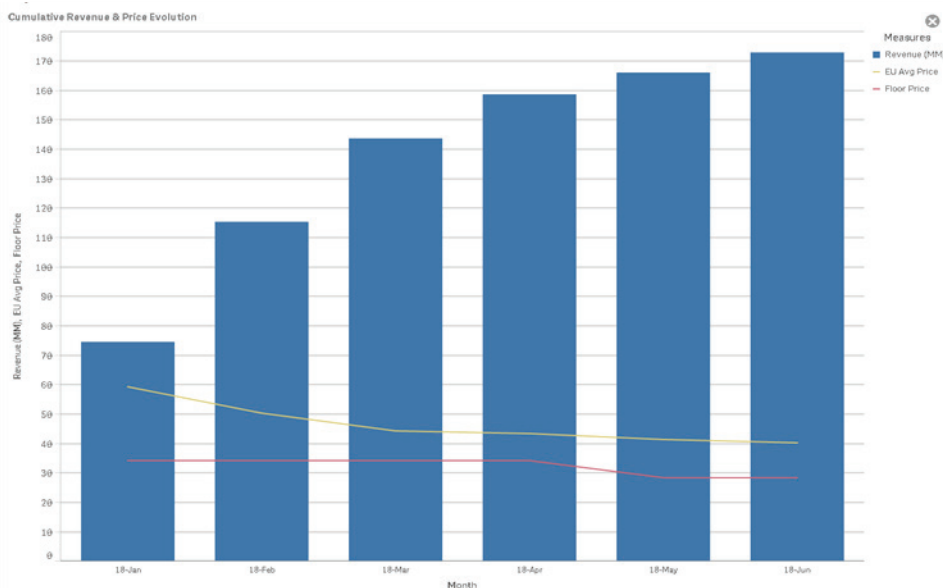


Figure: Analytics – Price Evolution

**We're ready when you are**

Allow us to engage with you to discuss how Model N can help you optimize the design and execution of your global market access strategy: realize better prices throughout the lifecycle, execute pricing strategy more effectively and drive better business governance. To learn more, visit [www.modeln.com/GPM](http://www.modeln.com/GPM) or contact us at [EU-inquiry@modeln.com](mailto:EU-inquiry@modeln.com).

**Model N Headquarters**

777 Mariners Island Blvd., Suite 300, San Mateo, CA 94404  
Phone: +1 (650) 610-4600, Fax: +1 (650) 610-4699

[sales@modeln.com](mailto:sales@modeln.com) | [www.modeln.com](http://www.modeln.com) | ©2018 Model N, Inc.