

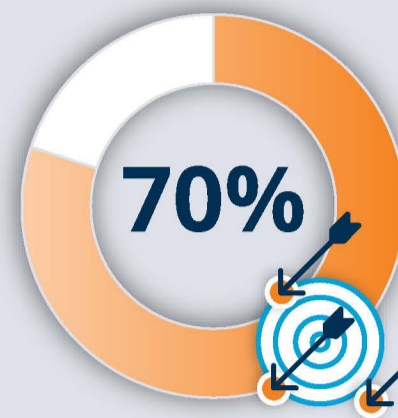
# Optimize revenue throughout the drug lifecycle

As policy shifts increase the complexity of global market access, stronger coordination is essential to accelerating time to market. A slow start curbs adoption, lowers peak revenue, and inflates SG&A.

## The stakes are high.



**30%** Delayed or missed launches erode 20 to 30% of a drug's market value.<sup>1</sup>



**70%** Nearly 70% of products miss launch expectations.<sup>2</sup>

## Market access is the bottleneck.



Multibillion-dollar portfolios are managed with manual trackers.

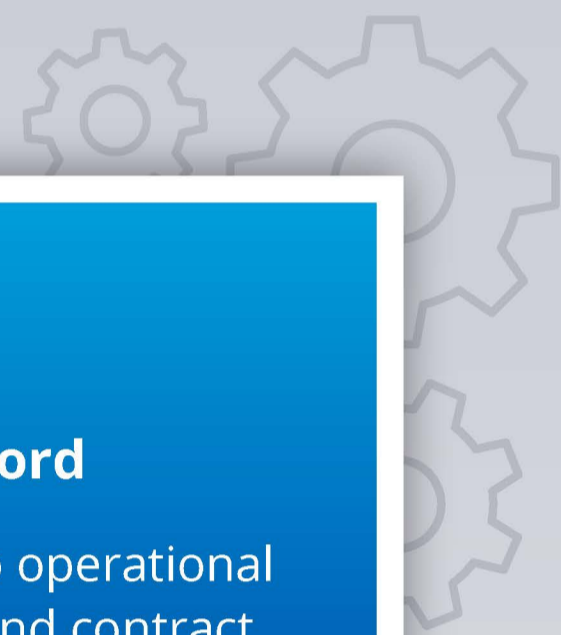
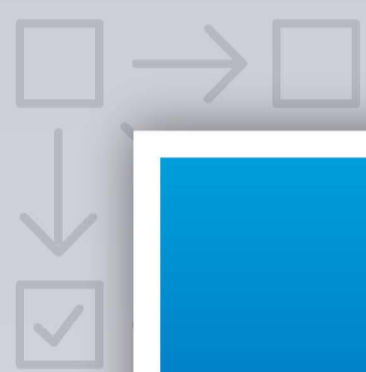


Global strategy is disconnected from local realities.



Coordination happens through emails, calls, and meetings — not a single source of truth.

## Launch smarter. Execute faster.



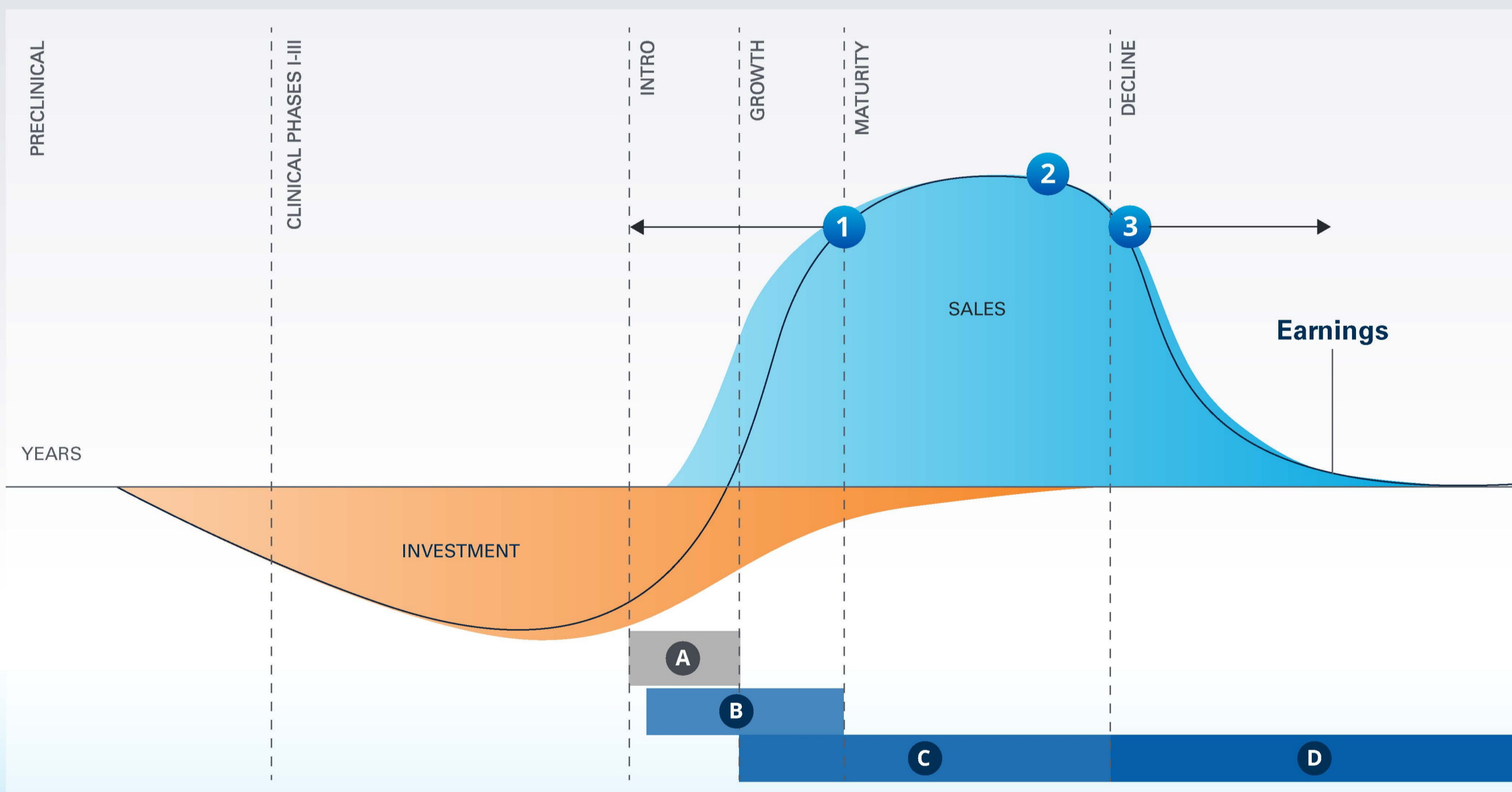

**The strategic planning layer**  
Drive fast, coordinated planning and execution of global pricing and market access strategies

+

**Model N**  
The system of record  
Turn approved strategies into operational reality with a global pricing and contract execution platform

## Add value earlier and throughout the market access process

- 1 Meet or accelerate launch through global coordination
- 2 Optimize deal and tender revenue by market, population, and indication
- 3 Slow the impact of loss-of-exclusivity with coordinated planning and execution



CCX	Model N		
A	B	C	D
<ul style="list-style-type: none"> <li>Reduce negotiation time</li> <li>Collaborate with local markets to set strategy</li> <li>Optimize launch market pricing</li> </ul>	<ul style="list-style-type: none"> <li>Optimize pricing and launch sequences</li> <li>Reduce price erosion from IRP and regulation changes</li> </ul>	<ul style="list-style-type: none"> <li>Optimize deal pricing and increase win rates</li> <li>Reduce overpayments</li> <li>Improve contract compliance</li> </ul>	<ul style="list-style-type: none"> <li>Manage price reductions</li> <li>Transition to tender pricing</li> </ul>

## Strategy meets execution.



When CCX drives global market access planning, and Model N turns it into reality, you get to market one to three months faster with the right price at every stage.

**See how CCX and Model N can help you secure peak revenue on your next global launch.**

Request a demo at [www.modeln.com/contact-sales/](http://www.modeln.com/contact-sales/)