MARKET ACCESS ACCOUNT MANAGEMENT

RELATIONSHIPS THAT DRIVE VALUE TO OPTIMIZE PRODUCT ACCESS SUPPORT

eMAXHealth

VALUE-MESSAGING AND ACCOUNT MANAGEMENT

eMax Health Account Executives cover your key accounts nationally. We support the pull-through of existing agreements, take the lead on negotiating new contracts and design innovative outcome-based partnership agreements. Our account team is utilized by small to mid-sized biopharmaceutical companies that are faced with the economic and operational challenge of building a national account management team to support both launch and day-to-day market access key account management needs.

Through an account management sharing model, eMAX Health offers customers confronted with the challenge of deploying a market access presence with an impactful and cost-effective account management model.

eMAX Health is a leading biopharmaceutical health services company supporting improved access to novel therapeutics through a unique integration of three business lines:

- Value-Messaging and Account Management
- Patient Access "HUB" Services and Payer Population Health Management
- Value-Evidence Development

Value-evidence development

Our evidence development group creates reimbursement dossiers, slide decks, formulary kits and other materials targeting payer formulary decision makers. Our payer market research insights panel supports rapid evidence-based innovative payer strategies.

Patient access SERVICES and population health management

Our patient access HUB offers day-to-day reimbursement support services for manufacturers as well as population health management for payers. This continual feed of access data directs our payer team to accounts and/or segments with access barriers that require additional management to more strategically address reimbursement challenges.

KEY ACCOUNT EXECUTIVE SERVICE HIGHLIGHTS

A dynamic pool of seasoned professionals providing nationwide coverage allows flexibility in optimizing the team to meet enterprise and brand needs.

Broad Payer Segment Coverage
Our team relationships are matched to account-level access data to ensure optimal coverage and maximum results. Our team covers most of the market access lives nationally.

Experienced
Each Account Executive is a seasoned professional. Account Executives have: A MINIMUM 7 years of experience working within the U.S. managed care industry Established relationships with key contracting or P&T committee decision makers at greater than or equal to 5 regional and/or national payer organizations.

SCALABLE
Team can be customized based upon client need, generally from 3-6 representatives.

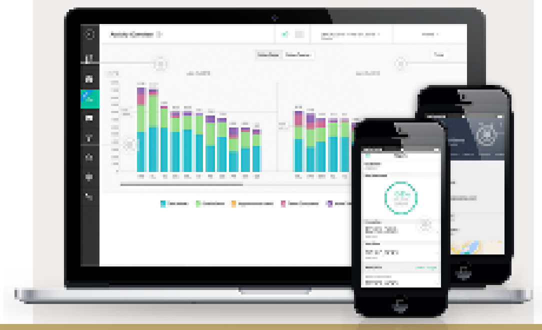
Therapeutic Area (TA) Focus
Team composition is selected based on experience within the TA in order to minimize training requirements, individuals must score at least 3.5 out of 5 on experience in contracting and value-messaging within their assigned TA.

Relationship Management
Our team utilizes BASE CRM software platform to track account contact, progress, performance, and document management for each client. This tool allows our team, as well as our customers, to access account details via desktop, tablet and mobile device.

Our BASE entries provide real-time updates, including detailed contact reports, a calendar of formulary committee meetings, reimbursement filing status, approval status, co-payment status, coverage statistics, as well as other variable fields such as type of benefit (medical versus pharmacy for applicable products).

The tracking includes a report generation feature that will enable the user to analyze market-level and account level statistics.

BASE CRM SOFTWARE PLATFORM



Accountability With Replacement
Account call contact and performance is tracked to the individual. Under-performing team members can be quickly substituted without the need to involve our clients' HR department.

Peer-to-Peer
We have added a Peer-to-peer call option which specifically leverages individuals previously employed by payer organizations as pharmacy / medical directors and trade / contracting executives. This feature adds heightened credibility for payer-outreach in support of product value messages or contract offers.

Outcomes-Based Contracting Program
eMAX has developed and deployed the ResponseRx® outcomes-based contracting program, leading to unique payer-manufacturer partnerships, and offers experienced professionals with comprehensive payer-relationship coverage to bring the message to the market.

Integrated Account Management AND Market Intelligence Research
Through our rapid response payer market research panel of over 1,100 payer representatives (key plan decision makers) we survey the payer market during our account management engagement to optimize messaging, identify trouble segments, gage value-message awareness and gather competitive intelligence data.
The survey results are dynamically fed into BASE in order to guide Account Executives in the field.

Return On Investment
Our model provides a positive ROI versus in-house staff for companies with 1-3 brands that require account support. Fee estimates are based on individualized needs of the brand(s) and client. Our teams are scalable in number of members and experience level to meet coverage demands and budget restrictions, in an effort to consistently offer an enhanced return on investment opportunity.

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