

EXECUTIVE INSIGHT: WHAT PHARMA LEADERS NEED TO KNOW

Q&A with
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WHAT'S THE BIGGEST SHIFT YOU'RE SEEING IN MARKET ACCESS TODAY?

“ The pace... if you're not gathering insight and adapting strategy in real time, you're already behind. ”

WHAT ARE HIGH-PERFORMING TEAMS DOING DIFFERENTLY?

“ They’re building flexible, iterative feedback loops into their entire commercialization process.

”

WHAT KIND OF INSIGHT MATTERS MOST RIGHT NOW?

“ Payer and provider
input that’s current,
directional, and fast. ”

WHERE DOES MAVA FIT IN?

“ Tools like Elasticity™ and Contracting ROI make it possible to test price, value, and rebate scenarios with real data from the people who influence access. ”

ANY FINAL ADVICE FOR TEAMS PLANNING A LAUNCH?

“ Build your insight engine early. Make it dynamic. And never assume your first answer is your final one. ”