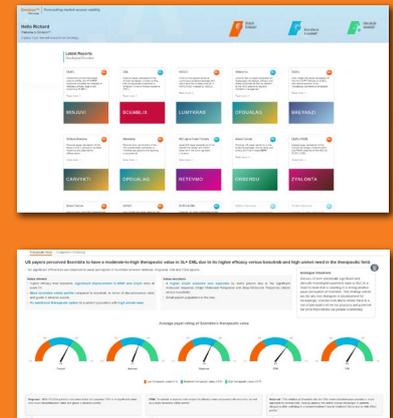# GENESIS RESEARCH GROUP

ENVISION™
Analogue

Forecasting access viability with payer-powered analogue analysis

What if you could predict the oncology landscape before your competitors?

Powered by primary payer market research, Envision™ is an online platform that provides **forward-looking evaluations** and comprehensive strategic direction for market access viability after a product has received positive EMA or FDA guidance.

A syndicated, subscription-based platform leveraging our trusted 3500+ strong RPR® payer network.

Timely, rigorous and cost-effective analysis of recently reviewed oncology assets

Envision™ enables companies with development stage oncology products to:

Understand early payer critiques of clinical data submitted to the FDA/EMA for registrations purposes, including that of competitors

Learn from a reimbursement situation in which one tumour type has relevance for another

Benchmark Target Payer Profiles (TPPs)

Analyze potential market access and pricing outcomes for competing products in the same indication

Inform and improve clincial, market access and pricing strategies at the earliest possible stage

Access a dynamic, growing library of analogue situations with relevance for your product.

Sample indications and products covered:
NSCLC (Imfinzi + tremelimumab; Lumykras)
Multiple myeloma (Talvey, Elrexfio, Carvykti)
DLBCL (Tepkinly, Zynlonta, Breyanzi)
Breast cancer (Orserdu, Enhertu)
Melanoma (Opdualag)... plus more

Latest assessments:
Talvey, Elrexfio (multiple myeloma)
Tepkinly (DLBCL)
Omjjara (myelofibrosis)
Talzenna (prostate cancer)

"Genesis Research Group is a valued, relied upon and trusted partner on our most important deliverables."

Associate Director, Global Market Access

RECENTLY APPROVED ONCOLOGY PRODUCTS · FDA APPROVED · EMA APPROVED → ENVISION ASSESSMENT (POWERED BY RPR) → MARKET ACCESS DECISION

0 months   3 months   2 years

Assessments forecast market access decisions

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