

# Genesis Research Group's Strategic Consulting Framework

*A clear path from evidence to impact - it's in our DNA.*



Leverage **deep, integrated expertise** across **HEOR, RWE, and Access and Pricing**

- ✓ Robust framework for strategic thinking
- ✓ Clear next steps and rationale
- ✓ Unbiased perspectives
- ✓ Confidence in decision making



## Discovery

- Define **strategic objectives** and **key questions**
- Deploy **expertise** (HEOR, RWE, A&P) to understand the situation and context

## Needs assessment

- Map the **forward-looking** landscape, evidence gaps, and stakeholder needs, and outline potential options
- Analyze and **pressure-test options** to determine a path forward

## Actionable recommendations

- Outline **recommendations** based on appropriate methodologies, robust analytics, and integrated expertise
- Deliver a strategic roadmap with an **action plan to deliver on immediate and long-term objectives**

A&P: access and pricing; HEOR: health economics and outcomes research; RWE: real-world evidence

# From complexity to clarity: our strategic consulting framework maps a decisive path forward in uncertain scenarios

## Critical assessment

- Evaluate evidence package and identify gaps
- Benchmark evidence gaps vs. analogues
- Test value proposition, pricing corridor, and contracting model
- Challenge assumptions used in health economic models
- Identify barriers to real-world utilization

## Pre-emptive planning

- Anticipate impact of emerging regulatory changes
- Evaluate the need for an ECA or an innovative trial approach
- Simulate competitive pressures and define LoE defense levers
- Prepare for HTA, IRA, or JCA review
- Model IRA price-negotiation and US gross-to-net strategy
- Plan market expansion

## Strategic pivots

- Re-position after unexpected data / surrogate endpoint failure
- Build rapid access narrative for breakthrough designation
- Prepare for M&A due-diligence reviews and support BD&L
- Define evidence package for first-in-class or highly innovative therapies



*Clear, evidence-backed recommendations  
shaped by industry experts and laser-focused on your priorities*