

ADVISORY BOARDS

MORSE Consulting organizes, facilitates, and participates in numerous types of advisory boards. This includes negotiation simulation sessions which help clients gauge payer reaction to a range of proposals.

Case Study

Manufacturer's market access team sought a session to simulate a payer negotiation to help train and set expectations for a difficult reimbursement pathway.

MORSE's Solution

Developed an immersive experience that helped the market access team better understand the complexities surrounding payer negotiations. Conducted mock negotiations with different access sub-teams and then convened de-brief session to review and share key insights from experience.

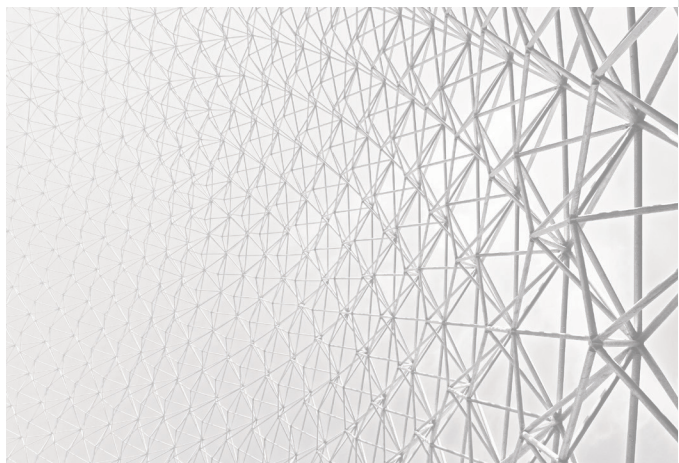
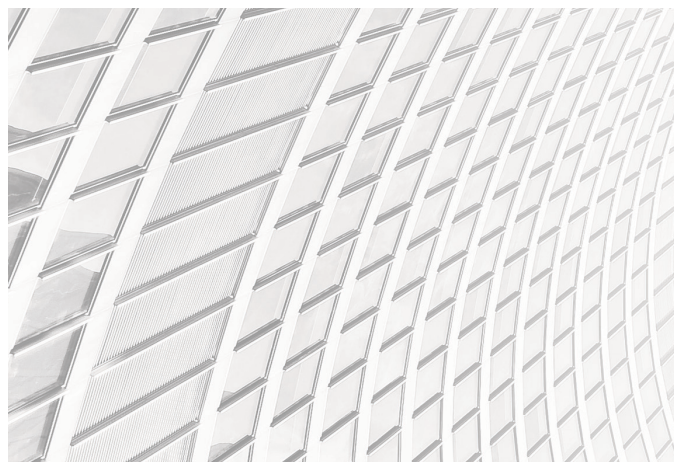
Value to Client

Supported the market access team in developing negotiation strategies and tactics and provided meaningful insights into the negotiation process and helped align expectations.



STRATEGIC ADVICE

MORSE Consulting offers ongoing strategic advice to optimize the prospect of reimbursement success throughout the Canadian pharmaceutical lifecycle.

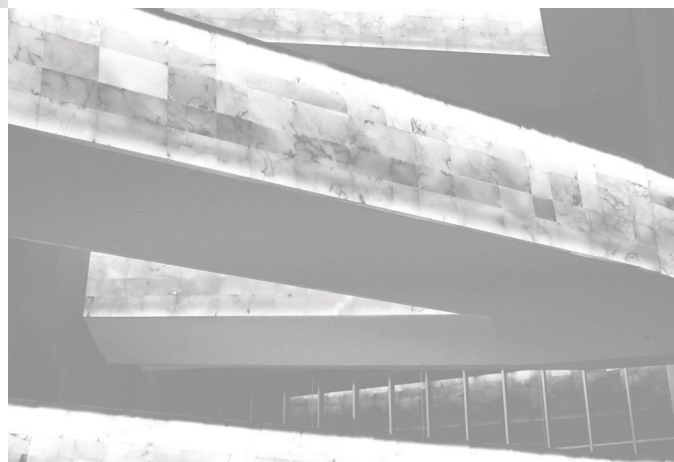


ANALYSES

MORSE Consulting develops tailored reimbursement assessments and analyses to meet a client's evolving needs – from comprehensive reimbursement landscape assessments to detailed time-to-listing analyses.

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TRAINING

MORSE Consulting delivers training sessions on the Canadian pharmaceutical reimbursement environment that can be customized for various target audiences.