

# Clinical Pathways Solutions

The Dedham Group's Pathways Expertise

## Precision in Clinical Pathways Engagements

Clinical pathways significantly influence payer and provider decisions, making it crucial for manufacturers to navigate this complex landscape throughout the product's lifecycle. The Dedham Group, a trusted life sciences consulting firm, specializes in creating effective clinical pathways engagement strategies. Our assessment empowers clients to enhance engagement strategies, improving product positioning both pre- and post-launch. Partner with us for strategic guidance that can make a lasting impact on your brand.

## The Dedham Group's Expertise in Clinical Pathways Strategies



### **In-depth Pathways Experience:**

Draw upon more than a decade of dedicated pathways experience, supported by a track record of hundreds of pathways-related engagements.



### **Comprehensive Pathways Solutions:**

Gain unparalleled access to the complete spectrum of comprehensive pathway solutions, spanning from pathways landscape assessment and internal training to advanced data analytics, strategic development, operational planning, and continuous tracking.



### **Extensive Pathways Knowledge:**

Discover the depth of our comprehensive pathways knowledge, which encompasses evaluations of both internal and third-party pathways, covering every stage of the patient journey and a diverse array of therapeutic areas.



### **PULSE Analytics Decision Support Tool:**

Leverage our proprietary in-house knowledge through PULSE Analytics, an up-to-date web tool offering robust databases and a monthly newsletter, ensuring you stay ahead in the dynamic pathways landscape.



### **Expert Team:**

Partner with a team that comprises of seasoned professionals, including PhDs, PharmDs, MPHs, and experts in the healthcare industry, all with extensive experience in pathways development.

# Our Tailored Services for Success:

## Earlier Pipeline

- **Evidence Requirement:** Gain insights into the pathways development process, evaluation criteria, and evidence requirements to secure favorable positioning within priority indications.
- **Data Generation & Submission Strategy:** Identify key endpoints and evidence sources (e.g., clinical trials, RWE) while adhering to best practices for data submission to enhance positioning post-approval.

## Pre-Launch

- **Pathways Landscape Assessment:** Gain a comprehensive understanding of pathways trends, adoption, implementation, development, product positioning, and key stakeholders related to priority indications.
- **TPP Testing & Historical Analogs:** Identify anticipated threats and opportunities through TPP testing, historical analogs, etc., to inform engagement priorities.
- **Customized Workshop / Training:** Develop and execute training sessions tailored to the audience (e.g., commercial vs. medical, HQ vs. field) to enhance internal buy-in and proficiency around pathways.
- **Engagement Model & Operational Planning:** Design a customized pathways engagement model, ensuring matrix team alignment, defining roles and responsibilities, and streamlining communication flow.

## Post-Launch

- **Pathways Dynamics Monitoring:** Monitor changes in pathways and provide monthly/quarterly updates to guide evolving priorities.
- **PULSE Analytics Decision Support Tool:** Utilize an interactive web tool with up-to-date pathways information and a monthly newsletter to support internal education and engagement planning.
- **Business Impact Evaluation:** Leverage data analytics to assess the impact of pathways management on business volume and market share over time.
- **Engagement Benchmarking & Model Optimization:** Identify internal gaps, best practices, and opportunities to optimize pathways engagement.
- **Competitive Scenario Planning:** Assess risks and opportunities upon competitive entrance and develop a defense strategy for optimizing pathways access.

## A Powerhouse Partner Propelling Life Sciences

Ready to Simplify Market Access?  
**Let's Talk.**

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The  
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