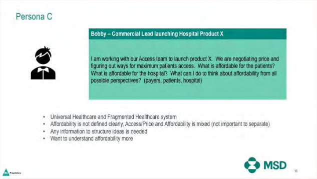
GMAX Affordability

Find an Affordability Solution.

The regional and market level access and commercial teams and the Global Affordability team need an affordability platform for self-service, engagement and education so that they can begin to effectively provide guidance for implementation of customer focused affordability solutions.



Persona C

Bobby – Commercial Lead launching Hospital Product X

I am working with our Access team to launch product X. We are negotiating price and figuring out ways for maximum patients access. What is affordable for the patients? What is affordable for the hospital? What can I do to think about affordability from all possible perspectives? (payers, patients, hospital)

- Universal Healthcare and Fragmented Healthcare system
- Affordability is not defined clearly, Access/Price and Affordability is mixed (not important to separate)
- Any information to structure ideas is needed
- Want to understand affordability more

Proprietary

MSD

REAFFIRM

REAFFIRM WHAT CAME OUT OF THE LAST WORKSHOP.

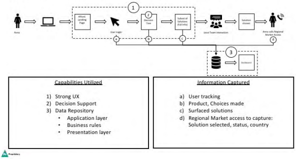
The particpants reviewed personas, workshop output, decision tree to refresh their memory.

VALIDATE

Persona B – Anna (Emerging Market, Access Lead) (~160 users)

VALIDATE AND ADJUST OCTOBER EXPERIENCE MAPS

Review maps and map segments. Have lightening talks about maps and adjust as needed.



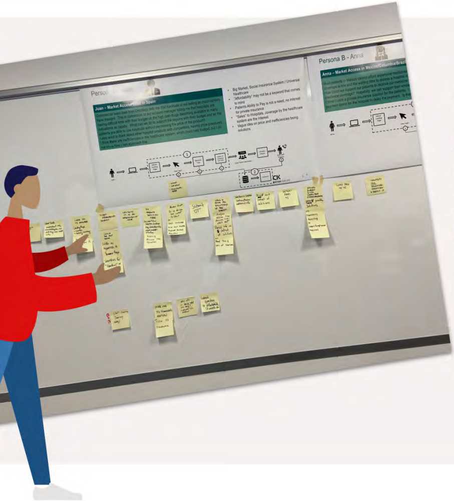
1
2
3
Anna
Afford. Landing Page
User Login
Decision Tree
Subset of Solutions (full info)
Local Team interaction
Solution chosen
Anna calls Regional Market Access
a
b
c
d
Dashboard
Proprietary

Capabilities Utilized

1) Strong UX
2) Decision Support
3) Data Repository
   - Application layer
   - Business rules
   - Presentation layer

Information Captured

a) User tracking
b) Product, Choices made
c) Surfaced solutions
d) Regional Market access to capture: Solution selected, status, country



Persona B - Anna
Juan – Market Access Lead in Spain
Anna – Market Access in Mexico/Columbia/Brazil
Submit OT

MOMENTS IN TIME

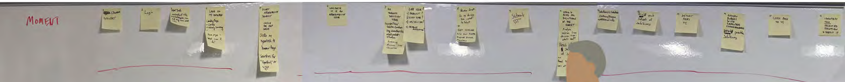
ASSIGN MOMENTS IN TIME TO EXPEREINCE MAP SEGMENTS.

Participants described each segment using several moments. They placed a single moment on a stickie and placed it in proximity to the segment that it related to.

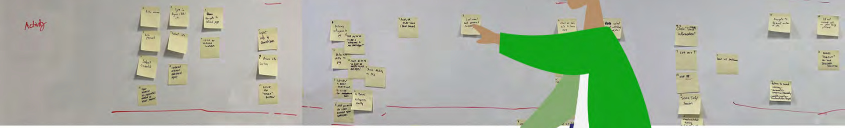
ACTIVITIES

PLOT ACTIVITIES THAT MAKE UP EACH MOMENT OF TIME.

Each moment has a series of activities that makes up that moment. Participants identified them and plotted them in in relation to each moment.



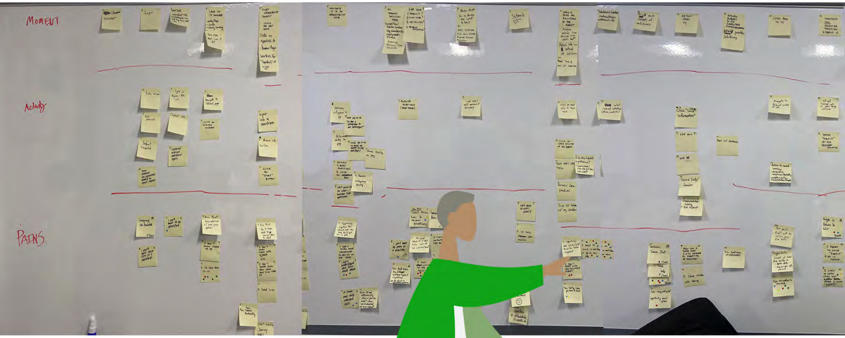
MOMENT
Login
Submit OT



PAIN POINTS AND OPPORTUNITIES

IDENIFTY PAIN POINTS AND OPPORTUNITIES FOR EACH ACTIVITY.

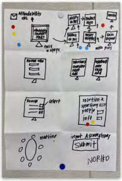
Participants identified pains points and opportunities that could be resolved or capitalized on.

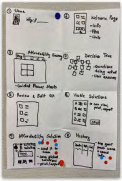

MOMENT
Activity
PAINS

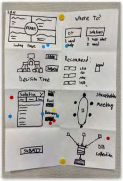
SKETCHING

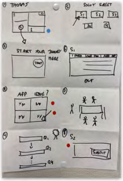
INDIVIDUAL INTERACTION DESIGN SKETCH OF THE WORKFLOW.

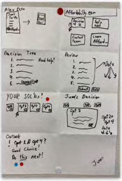
Each participant folded a blank sheet of paper into 8 segments and sketched a workflow to solve our problem. They then voted on attributes that they felt best solved the pains points.

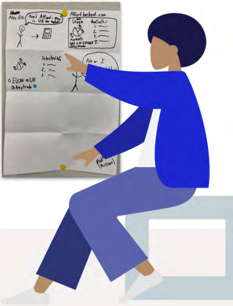








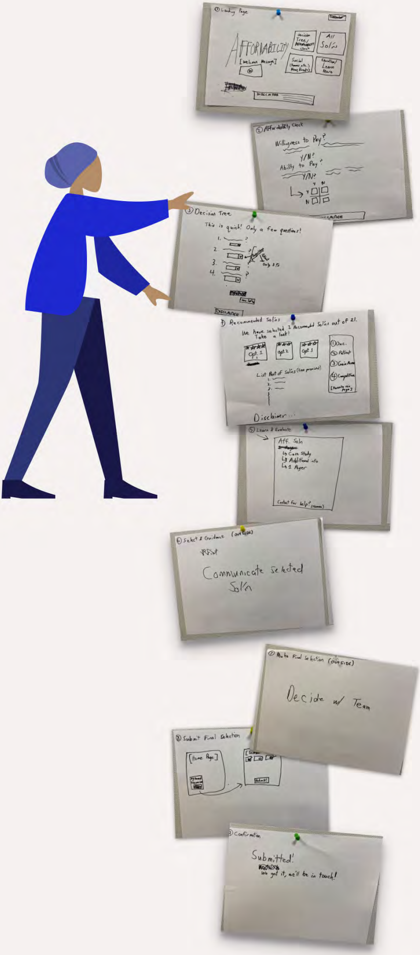




STORYBOARD

STORYBOARD PROTOTYPE AS A GROUP

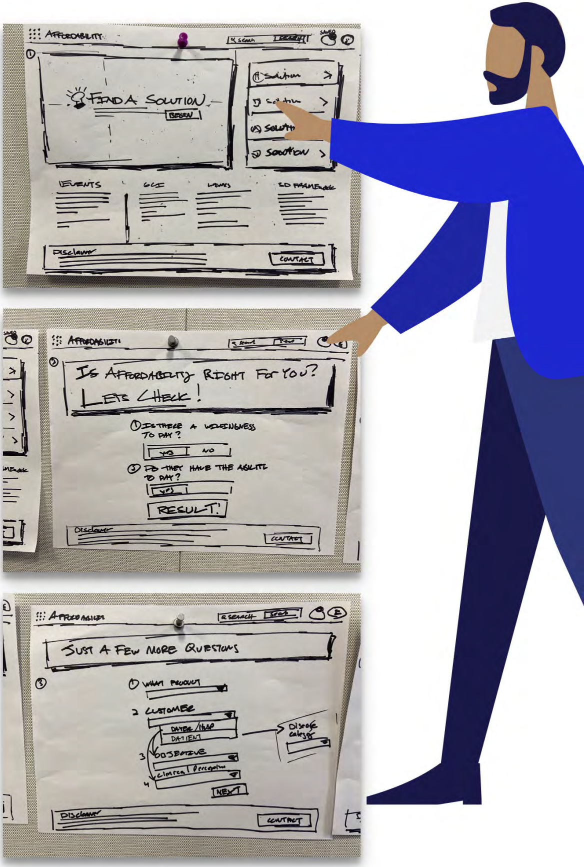
Participants took the most voted on attributes and created a low fidelity story board.

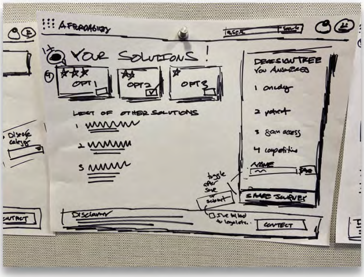

① Landing Page
AFFORDABILITY
[welcome Message]
Decision Tree/ AFFORDABILITY check
All Sol'ns
Social (Teams, etc.) News Events)
Education/ Learn More
DISCLAIMER
② Affordability Check
Willingness to Pay?
Y/N?
Ability to Pay?
Y/N?
Y N
Y
N
③ Decision Tree
This is quick! Only a few questions!
1.
2.
3.
4.
Only 3 ?'s
DISCLAIMER
④ Recommended Sol'ns
We have selected 3 Recommended Sol'ns out of 21. Take a look!
Opt. 1
Opt. 2
Opt. 3
① Onc.
② Patient
③ Gain Acce
④ Competition
[Favorite this Page]
List Rest of Sol'ns (less promising)
1.
2.
3.
Disclaimer...
⑤ Learn & Evaluate
Aff. Soln
Case Study
Additional info
1 Pager
Contact for help? (names)
⑥ Select & Guidance (outside)
Print
Communicate Selected Sol'n
⑦ Make Final Selection (outside)
Decide w/ Team
⑧ Submit Final Selection
[Home Page]
Submit!
⑨ Confirmation
Submitted!
We got it, we'll be in touch!

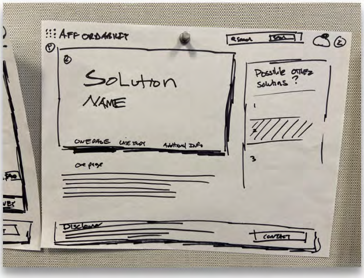
WIREFRAMES

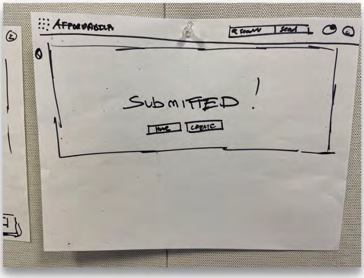
CREATE INFORMATION ARCHITECTURE WIREFRAMES

Once the storyboard was complete, post-meeting, wireframes were created and validated with the business.


AFFORDABILITY
Q Search
SEARCH
SAVED
1
FIND A SOLUTION
BEGIN
Solution
Solution
Solution
Solution
EVENTS
LINKS
Disclaimer
CONTACT
AFFORDABILITY
2
IS AFFORDABILITY RIGHT FOR YOU?
LETS CHECK!
1 IS THERE A WILLINGNESS TO PAY?
YES
NO
2 DO THEY HAVE THE ABILITY TO PAY?
YES
RESULT!
Disclaimer
CONTACT
AFFORDABILITY
Q SEARCH
SEARCH
3
JUST A FEW MORE QUESTIONS
1 WHAT PRODUCT
2 CUSTOMER
PATIENT
Disease category
3 OBJECTIVE
Clinical Perception
4
NEXT
Disclaimer
CONTACT


AFFORDABILITY
YOUR SOLUTIONS!
OPT 1
OPT 2
OPT 3
LIST OF OTHER SOLUTIONS
1
2
3
DECISION TREE
YOU ANSWERED
1 oncology
2 patient
3 gain access
4 competition
NAME
SHARE SURVEY
toggle after save or submit
☐ I've talked to legislator.
Disclaimer
CONTACT

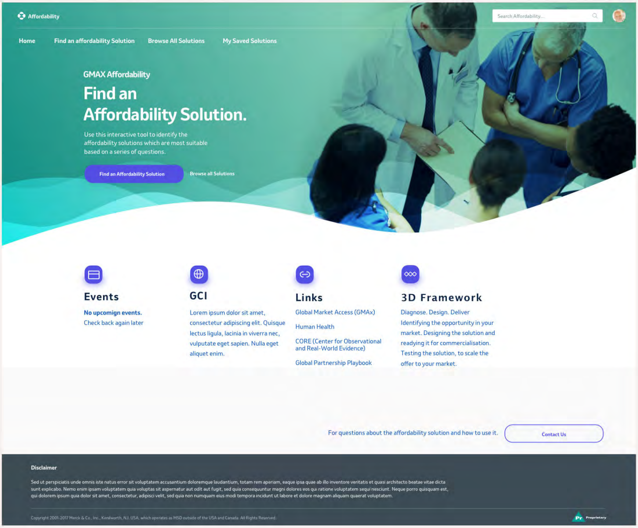

AFFORDABILITY
Solution
NAME
ONE PAGE
CASE STUDY
Additional Info
One page
Possible other solutions?
1
2
3
Disclaimer
CONTACT


AFFORDABILITY
Search
Submitted!
Home
CREATE

DESIGN

CREATE AN INTERFACE FROM THE WIREFRAMES.

Once the wireframes were approved the final UI was designed.


Affordability
Search Affordability...
Home
Find an affordability Solution
Browse All Solutions
My Saved Solutions

GMAX Affordability

Find an Affordability Solution.

Use this interactive tool to identify the affordability solutions which are most suitable based on a series of questions.

Find an Affordability Solution
Browse all Solutions

Events

No upcomign events.
Check back again later

GCI

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque lectus ligula, lacinia in viverra nec, vulputate eget sapien. Nulla eget aliquet enim.

Links

Global Market Access (GMAx)

Human Health

CORE (Center for Observational and Real-World Evidence)

Global Partnership Playbook

3D Framework

Diagnose. Design. Deliver

Identifying the opportunity in your market. Designing the solution and readying it for commercialisation. Testing the solution, to scale the offer to your market.

For questions about the affordability solution and how to use it.

Disclaimer

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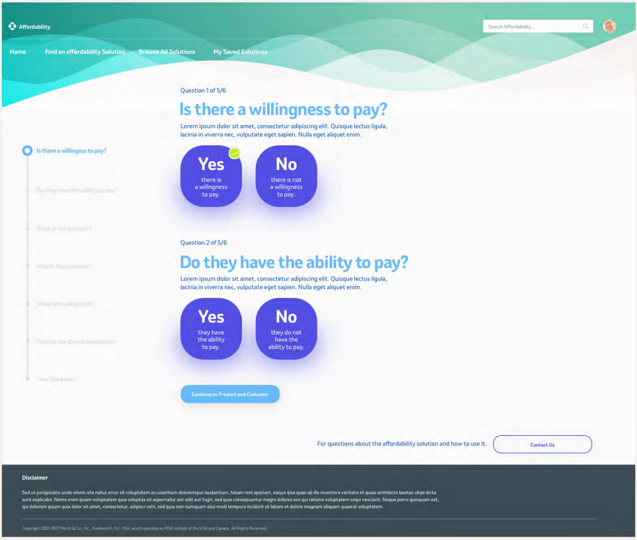
Pr Proprietary


Affordability
Search Affordability...
Home
Find an affordability Solution
Browse All Solutions
My Saved Solutions
Is there a willingess to pay?
Do they have the ability to pay?
What is the product?
Who is the customer?
What are the objectives?
What is the clinical perception?
Your Solutions

Question 1 of 5/6

Is there a willingness to pay?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque lectus ligula, lacinia in viverra nec, vulputate eget sapien. Nulla eget aliquet enim.

Yes ✓
there is a willngness to pay.

No
there is not a willngness to pay.

Question 2 of 5/6

Do they have the ability to pay?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque lectus ligula, lacinia in viverra nec, vulputate eget sapien. Nulla eget aliquet enim.

Yes
they have the ability to pay.

No
they do not have the ability to pay.

Continue to Product and Customer

For questions about the affordability solution and how to use it.

Disclaimer

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

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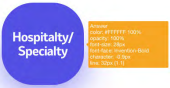
SIZING

WORK WITH DEV TEAM TO PROVIDE SIZING AND CSS.

Provided sizing and specifications to the dev team to build the product. Maintined contact through daily scrums to resolve and issues.


Hospitalty/
Specialty

Answer
color: #FFFFFF 100%
opacity: 100%
font-size: 28px
font-face: Invention-Bold
character: -0.9px
line: 32px (1.1)