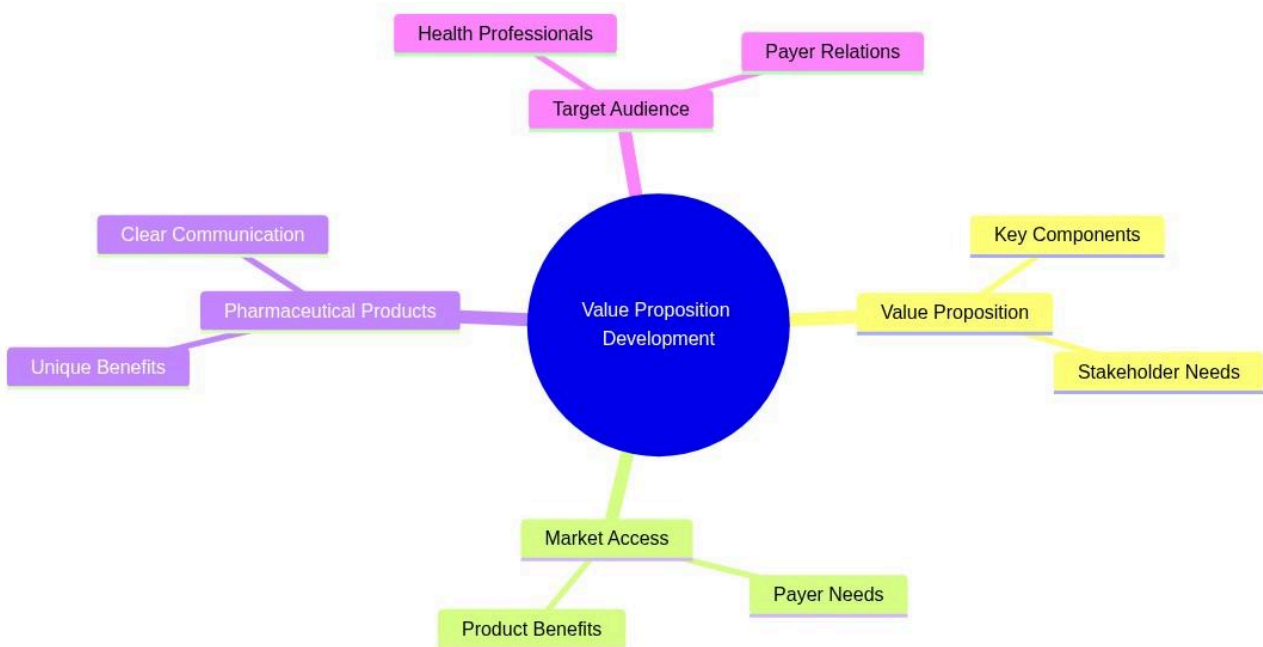


Advanced Skill Certificate in Market Access for Pharmaceuticals

Value Proposition Development



mindmap

root((Value Proposition Development))

Value Proposition

Key Components

Stakeholder Needs

Market Access

Payer Needs

Product Benefits

Pharmaceutical Products

Unique Benefits

Clear Communication

Target Audience

Health Professionals

Payer Relations