CASE STUDY

Translation of a value narrative into a global value dossier (GVD)

The challenge

Communicating the value of a radio-diagnostic without relying on traditional aspects of value such as superior efficacy or safety can be difficult. Our client needed a strategic value narrative and GVD that was differentiating versus existing products, without undermining their on-market portfolio.

Our approach

- Aligned the cross-functional client team on differentiating value drivers beyond traditional efficacy and safety factors, enabling distinct competitive positioning for the new product.
- Developed a strategic value narrative encompassing the product's holistic value and identifying key evidence gaps to guide future evidence generation.
- Ensured consistent and compelling messaging across materials by structuring the GVD around the value narrative pillars.

How we made a difference

- Served as a strategic partner to identify and critically assess potential value drivers and differentiators, facilitating cross-functional alignment on evidence generation plans and GVD direction.

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