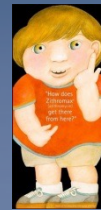
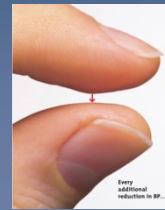
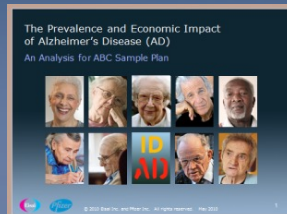




Above-brand work:  
an opportunity to open minds and build relationships  
on a foundation of shared problem-solving

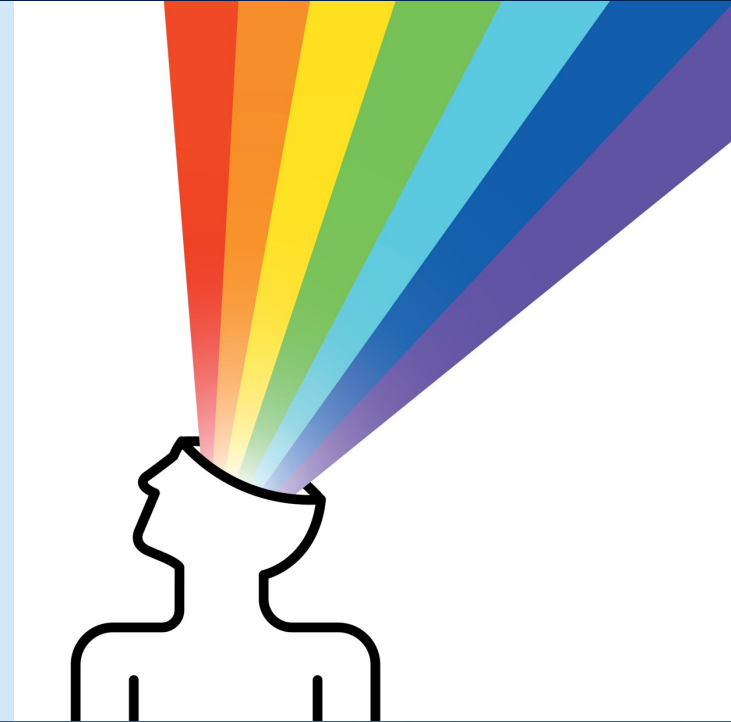




## Above-brand work: an opportunity to open minds

Account managers can broaden their reach within an organization to include:

- Medical directors
- Care managers
- Quality directors
- Population health managers
- Managers of value-based care





Every organization is still working to implement value-based health. That's an opportunity for account managers who can bring solutions that benefit all stakeholders.





Payers and health systems recognize that the integration of mental and physical health is a key driver of value-based care for IDNs and payers.

Introducing Sunovion360



Supporting your efforts to integrate behavioral and physical health for better population health management<sup>1</sup>



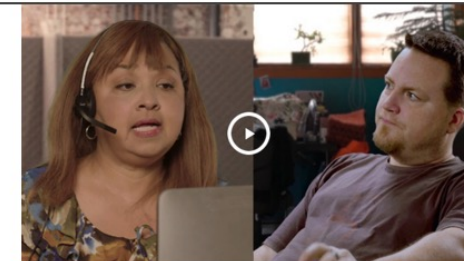
Videos on motivational interviewing for patients with mental illness



A **provider** demonstrates MI skills in a talk with a patient who has bipolar disorder



A **clinical pharmacist** integrates the principles of MI into a conversation with a patient who has multiple comorbidities



A **care manager** has a discussion with a patient with schizophrenia and puts MI skills into practice

Guides



Prescriber/  
Patient Video  
**Leader  
Guide**



Prescriber/  
Patient Video  
**Participant  
Knowledge  
Check**



Pharmacist /  
Patient Video  
**Leader  
Guide**



Pharmacist/  
Patient Video  
**Participant  
Knowledge  
Check**



Care Manager /  
Patient Video  
**Leader  
Guide**

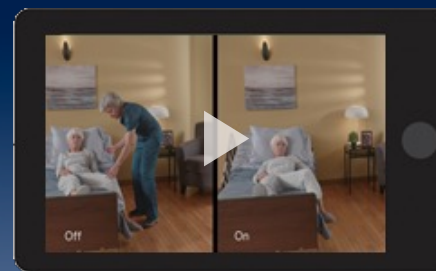
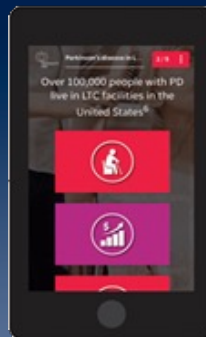
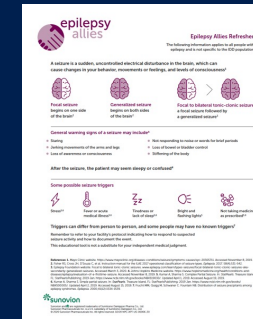
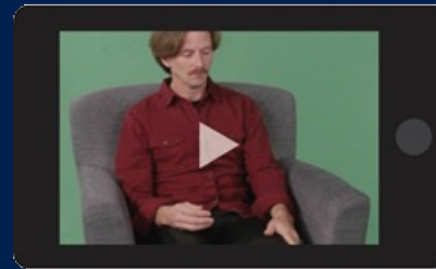
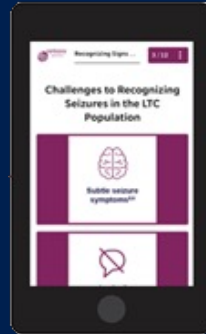


Care Manager /  
Patient Video  
**Participant  
Knowledge  
Check**



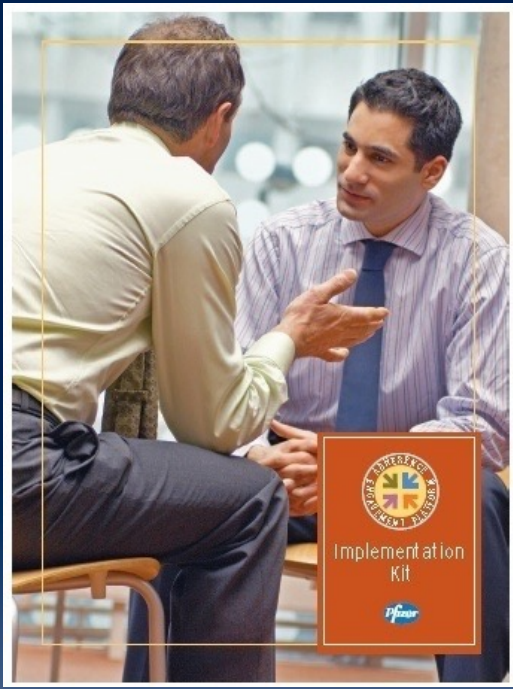


# App based learning programs for caregivers in group homes and long-term care settings provide an opportunity to add value

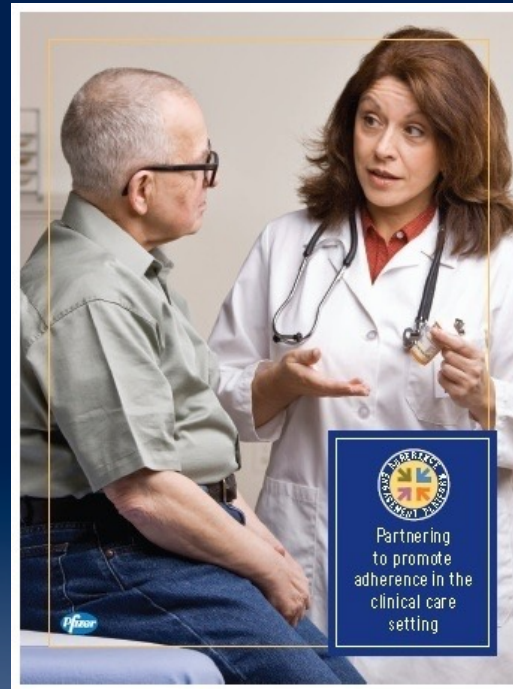


Educational mobile apps intended to advance the knowledge of caregivers in multiple settings on Epilepsy and Parkinson's Disease using interactive content, quizzes, and videos

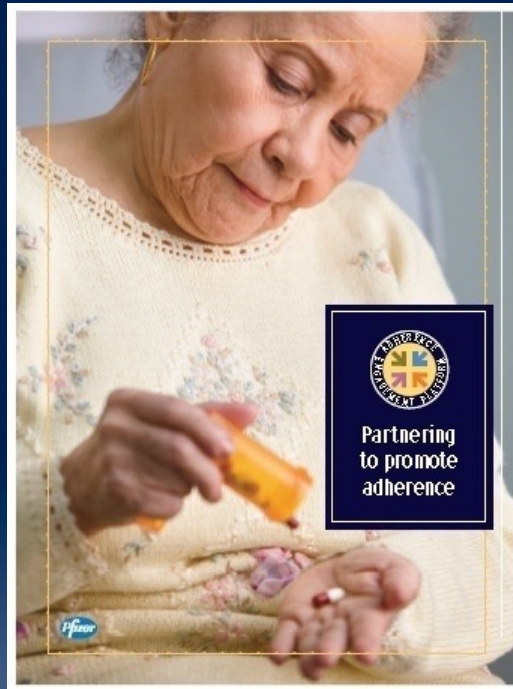
While there's no single solution to nonadherence, even low-tech interventions can have an out-sized benefit



Implementation kit for account managers



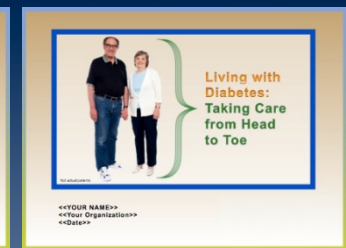
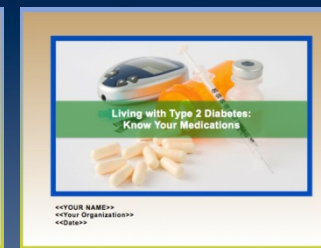
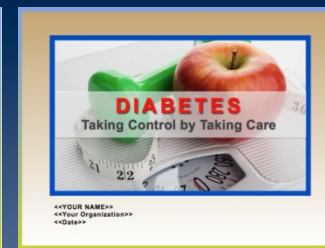
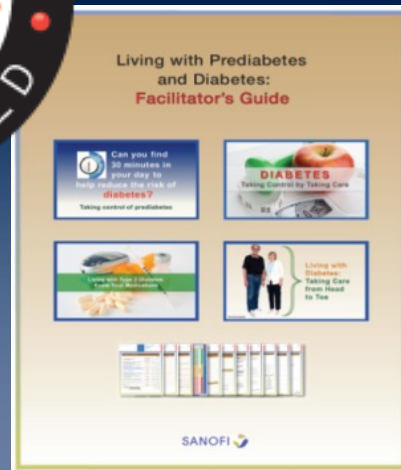
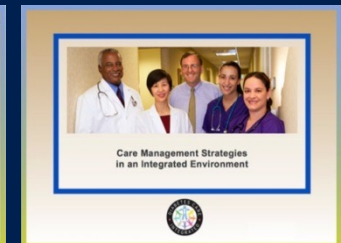
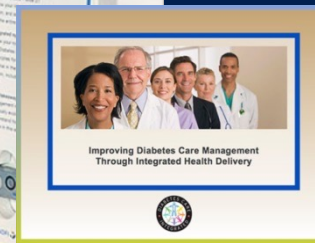
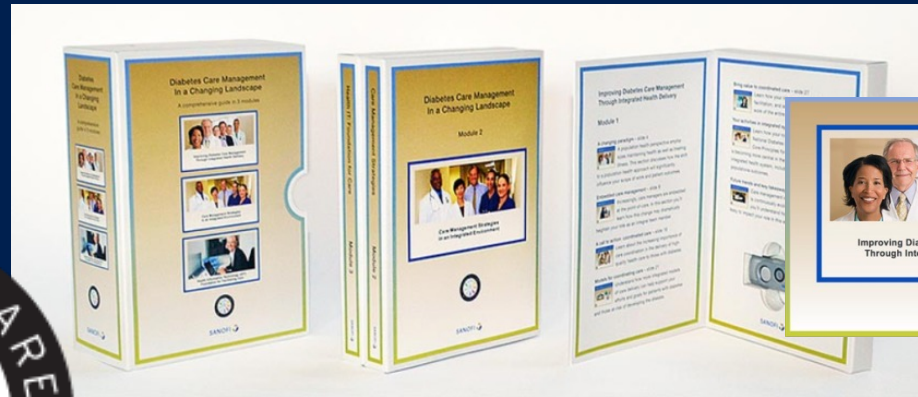
Kit for IDNs and HCPs



Kit for health plans, PBMs, and employers



The complexity of managing diabetes creates opportunities to help diabetes care managers understand the impact of value-based care and provide them with tools to help their patients





Account managers can provide value by giving access to a platform that addresses a broad range of topical issues

### Care Coordination



### Health Information Technology



### Specialty Medications



### Managing Care Transitions



### Payment Reform



### Value-Based Care Briefs



### Prevention and Wellness



### Quality Measurement



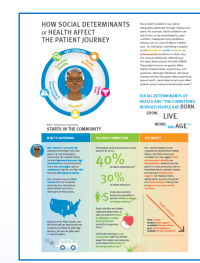
### Skills for Promoting Empowered Patients



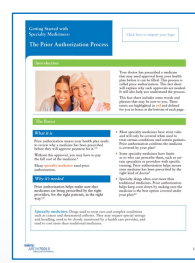
### Team-Based Practice



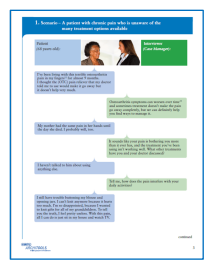
### SDOH



### PA Process



### Opioid Abuse








Helping payers understand the burden of rare disease critical.




Disease Burden and Unmet Need in Primary Hyperoxaluria Type 1 (PH1)



© 2020 Alylam Pharmaceuticals, Inc.



### The overproduction of oxalate in the liver can lead to kidney failure and systemic oxalosis in PH1 patients



- 1 Mutations in the AGXT gene render the liver enzyme AGT dysfunctional, causing overproduction of oxalate, a waste product which cannot be metabolized<sup>1</sup>
- 2 Continuous oxalate overproduction causes progressive damage in the kidneys due to stone formation and renal deposition of calcium oxalate crystals (nephrocalcinosis)<sup>2\*</sup>
- 3 As renal function declines, oxalate elimination is further compromised and plasma oxalate increases<sup>2</sup>
- 4 Continued disease progression can lead to kidney failure and systemic oxalosis, both of which are potentially life-threatening<sup>2</sup>

AGXT = the gene that encodes the AGT enzyme; AGT = alanine glyoxylate aminotransferase.  
 \*Oxalate can damage tubular cells and also deposit within renal parenchyma (nephrocalcinosis), leading to local inflammation, fibrosis, and tubular obstruction.<sup>3</sup>  
 1. Cochat & Rumsby. *N Engl J Med*. 2013;369:649-58. 2. Hoppe B, Beck BB, Milliner DS. *Kidney Int*. 2009;75(12):1264-1271. 3. Lorenz EC, et al. *Curr Rheumatol Rep*. 2013;15(7):340.

11



“Value” discussions touch every stakeholder in the healthcare system.

The cover features a collage of images showing healthcare professionals interacting with patients. At the top is the 'Patient-Centered Medical Home' logo. The title is 'How to integrate a clinical pharmacist into a patient-centered medical home'. The Pfizer logo is in the bottom right corner.

Pharmacists

The cover is shaped like a house and titled 'PCMH Platform for Medical Groups'. It lists six resource clusters from top to bottom: Cluster 3 resources (yellow), Cluster 2 resources (orange), Cluster 1 resources (red), Across-cluster resources (purple), Background education for you (blue), and Introduction (green). Each cluster has a brief description. The Pfizer logo is at the top center.

Medical groups

The cover features a large, curved graphic with the text 'WONDERING HOW TO BEND THE HEALTHCARE COST CURVE AT YOUR COMPANY?' in red and yellow. On the right side, it says 'FIRST, MEASURE.' and 'FIRST MEASURES' with a small bar chart icon. Below that, it says 'Taking action to assess and improve population health risk' and the Pfizer logo.

Employers



Above-brand resources:  
an opportunity to **open minds**  
and get customers from  
“**No!**” to “**oh!**”





## Who we are

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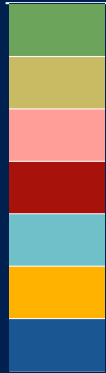
Access, payer communications, and patient support:  
It's all we do

Over 30 years of collaboration with managed market, brand,  
patient support, field, and HEOR teams

We can help you reach every stakeholder under the access umbrella  
with impactful branded and above-brand communications



Let's talk. Call Matt Warhaftig at 212 995-1700.  
Warhaftig.com



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