



ADELPHI VALUES



Expertise in Access and  
Value Evidence Outcomes



# Achieve great things at Adelphi Values PROVE™

Prepared for London School of  
Hygiene & Tropical Medicine  
Careers Event

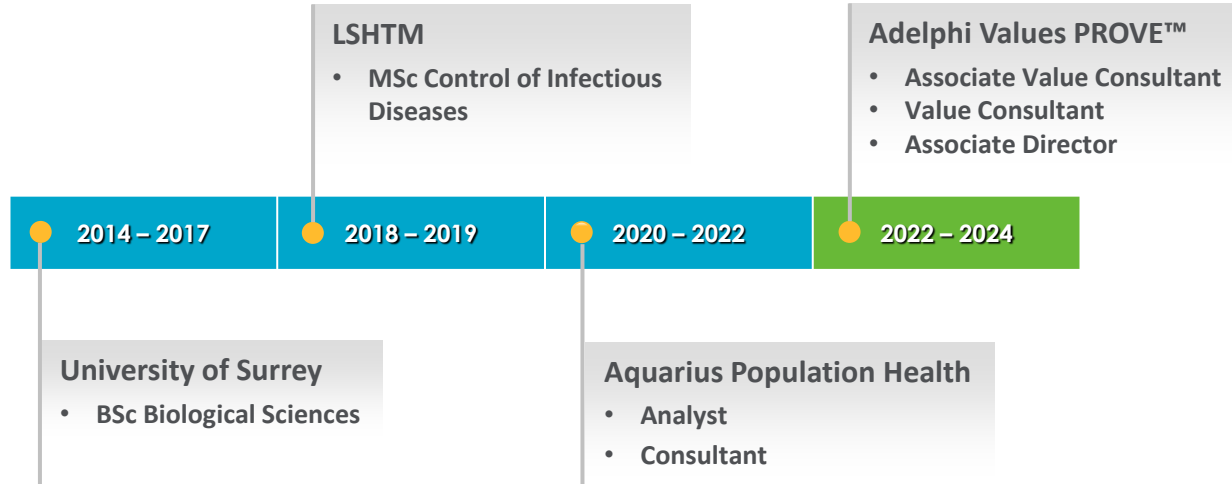
6<sup>th</sup> December 2024

defining value >> driving decisions >> delivering success

# Agenda


- 1 My education and career pathway
- 2 Overview of Adelphi Values PROVE
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# My education and career pathway



# Overview of Adelphi Values PROVE™



A photograph of a beach at sunset. The sky is a mix of blue, purple, and orange. The sun is low on the horizon, creating a bright glow. In the foreground, the wet sand reflects the sky and the silhouettes of four people walking along the shoreline. The people are walking from left to right. The waves are gentle and white-capped.

Adelphi Values is a global healthcare value consultancy combining strategic thinking with a reputation for excellence in patient-centered outcomes research, health economics and market access

Our purpose:

Improving patients' lives by informing healthcare decisions

# Adelphi Values and Adelphi Real World: part of the Adelphi Group



## Adelphi Group

Founded in 1986

Over 1000 staff worldwide

Part of wider **Omnicom Group**

## Adelphi in Real World, Value & Outcomes

Adelphi Values PROVE (90+ experts)

Adelphi Values PCO (135+ experts)

Adelphi Real World (250+ experts)

## Adelphi in Research

Adelphi Research (Global, US & UK)

The Planning Shop International

## Adelphi in Communications

Adelphi Communications

Excerpta Medica

Adelphi Targis (Spain)

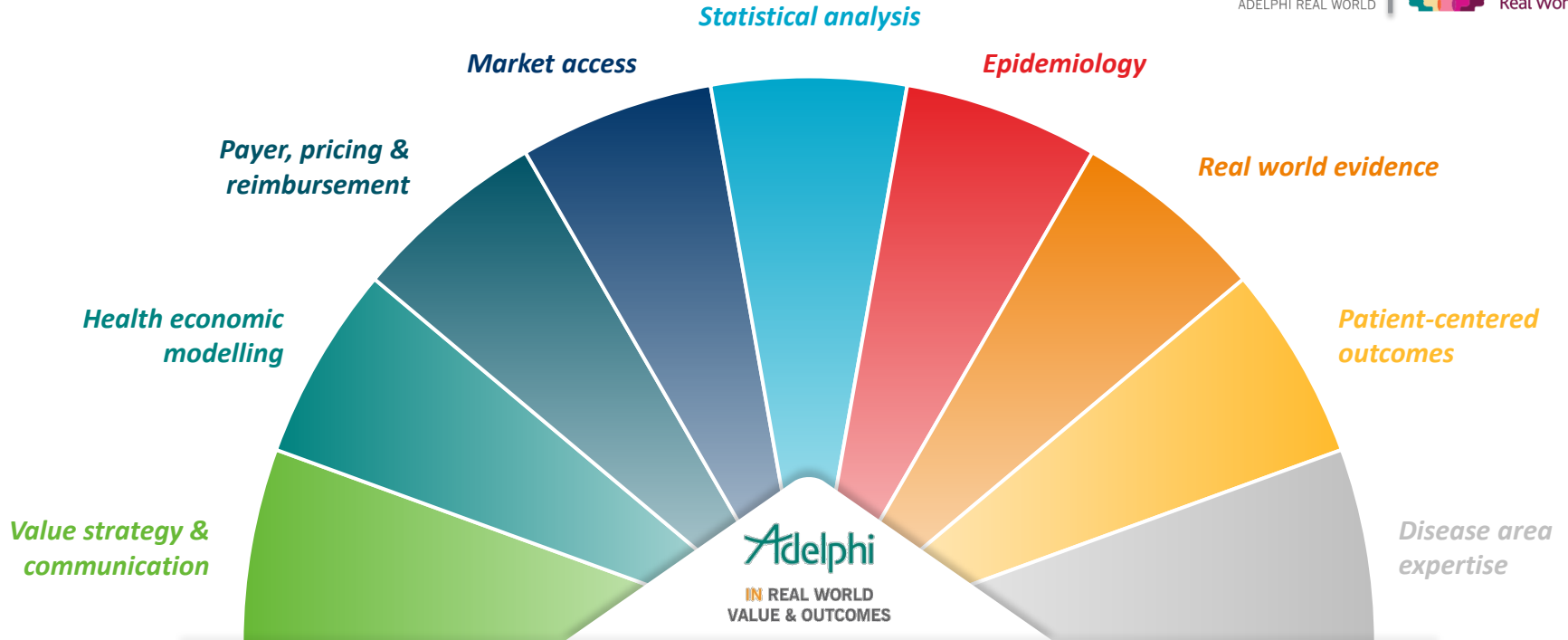
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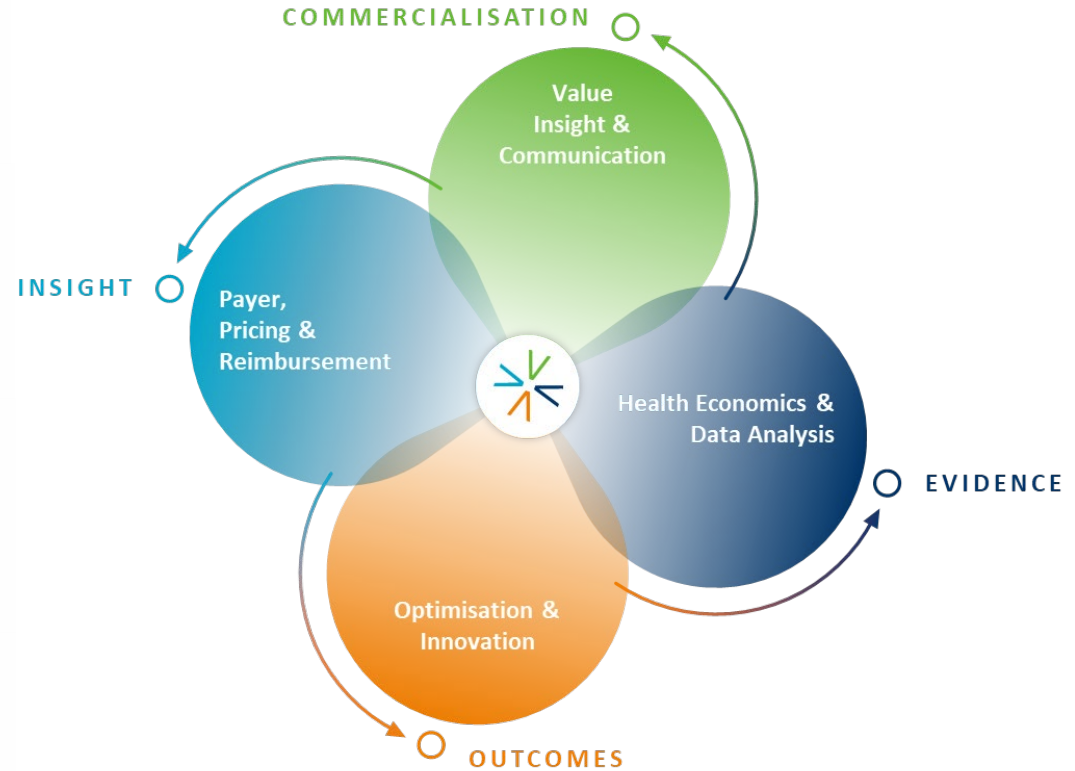


# The Adelphi Powerhouse: *Real World, Value & Outcomes*



# Our areas of expertise within Adelphi Values PROVE™:

-  **Value Insight & Communication**  
Expertise in value with in-depth stakeholder knowledge, providing strategic insight, technical expertise and communication excellence to support your product throughout the product and access life-cycle.
-  **Health Economics & Data Analysis**  
Commercially-focused health economists, data analysts and statisticians who interrogate, analyse and present economic and clinical data to support your product's value proposition.
-  **Payer, Pricing & Reimbursement**  
Insight and resources to navigate the complex and evolving payer, pricing and reimbursement landscape to optimise access and commercialisation, and justify investment.
-  **Optimisation & Innovation**  
Strategic market access problem-solving consultants who develop and support innovative commercial access strategies and solutions to optimise internal and external opportunities.





# Adelphi Values PROVE™ across the product lifecycle

Market access and HEOR support throughout the lifecycle from early strategic landscaping, through evidence generation, health economics and impactful value communication – always focused on robust evidence and data

## Early-stage development

- > **Understanding the landscape** through detailed evidence reviews and competitor analysis

## Phase 2

- > **Generate evidence** to demonstrate the burden of disease and develop the unmet need story
- > **Scenario planning** and modelling
- > **Early Health Technology Assessment (HTA)** support
- > **Early Global Value Dossier (GVD)** and target value proposition development
- > **Early pricing** and value drivers

## Phase 3

- > **GVD and value proposition** development
- > **Cost-effectiveness**, cost-utility and cost-optimisation models
- > **Budget impact models**
- > **Consultancy on optimal approach** to economic modelling and health economic strategy
- > **Utility/QoL data review** and generation
- > **Payer research** and message testing

## Launch

- > **Reimbursement submissions** and Health Technology Assessments
- > **Payer objection handlers** and Q&A documents
- > **Payer communication tools**
- > **Policy scenario** modelling

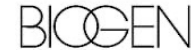
## Post-launch

- > **Sub-national and regional** negotiation support and material development
- > **Payer-focused information** request documentation and Formulary Access kits
- > **Innovative value-based solutions**

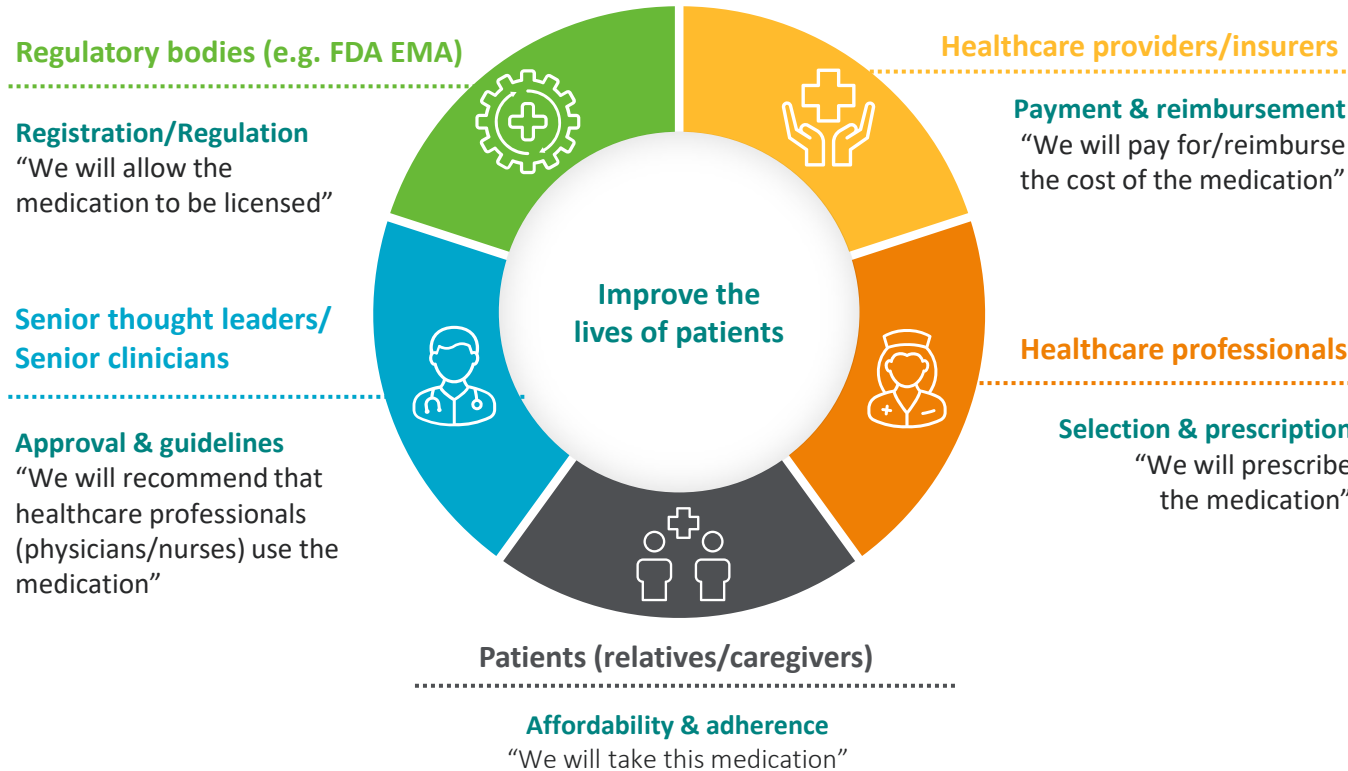
# Who do we work with?



# Who we work with



# Key target audiences and their role in decision making



What does a career in health economics look like at Adelphi Values PROVE™?



# Our Health Economics & Data Analysis department

We have vast experience in a broad range of project types. We use innovative research techniques to ensure our insights are clear and engaging.

As part of the Health Economics and Data Analysis team, you will enquire, collate and synthesise various clinical, economic and market research data sets to develop global economic models that are adaptable for local contexts and applicable to wider discussions that inform healthcare policies.

Our economic models and adaptations span across lots of disease areas.



## Innovative, effective tools for market access success



### ECONOMIC MODELS

- \* Cost effectiveness and budget impact models
- \* Socio-economic analyses and cost utility analysis
- \* Multi-indication and cost minimisation models
- \* Health policy models and treatment pathway models



### BURDEN OF ILLNESS

- \* Cost of illness
- \* Market research and risk group identification
- \* Treatment patterns
- \* Burden of relapse (on patients, caregivers and clinicians)



### EVIDENCE REVIEW

- \* Network meta-analyses and mixed treatment comparisons
- \* Health economics endpoint reviews
- \* Multi-parameter evidence synthesis
- \* Economic evaluation
- \* Statistical analysis



### STRATEGY

- \* Strategic consultancy and study design
- \* Critical review for payer discussions
- \* Economic advice for personalised medicine
- \* Innovative methodology
- \* Health economics training

# Understanding health economics across the globe

**We have a specialist team of experts in health economic outcomes and evidence generation. Our established team help our clients understand, interrogate, analyse and present complex clinical and economic data.**



- |  |   |   |
|--|---|---|
|  Australia  |  Greece      |  Portugal    |
|  Austria    |  Hungary     |  Slovenia    |
|  Belgium    |  Ireland     |  South Korea |
|  Brazil     |  Italy       |  Spain       |
|  Canada     |  Japan       |  Sweden      |
|  Czech Rep. |  Mexico      |  Switzerland |
|  Denmark    |  Netherlands |  Thailand    |
|  France     |  Norway      |  UK          |
|  Germany    |  Poland      |  USA         |

# Our Health Economics team structure

## Health Economist analysts

- > Trained in developing a range of health economics models, budget impact models, systematic literature reviews, meta-analyses and other statistical analyses.

## Project Lead

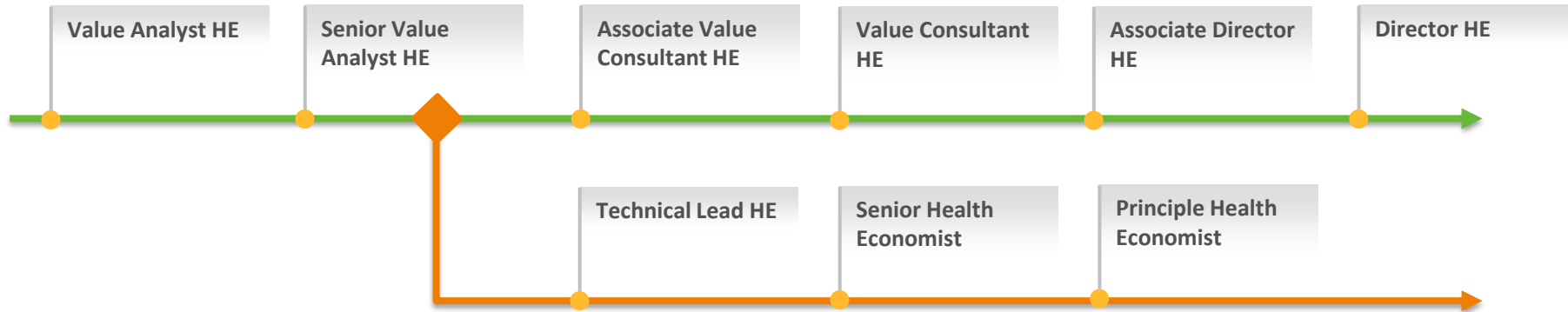
- > Manages the delivery team and act as the main point of contact for the project. They ensure the project is delivered to schedule, maintains high quality, and they work to minimize the burden on the client and wider review team.

## Senior Health Economist

- > Provides senior technical input and strategic advice based on their experience, along with mentorship and training for the rest of the Health Economics and Data Analysis team.

## Senior Lead

- > A highly experienced consultant, providing overall team direction and final review at each stage for quality and alignment with client objectives, along with supporting the team internally and joining key client calls.





# Role of a Value Consultant (HE)



# My day-to-day and key skills required for the role

## Day-to-day

- > Start the day by checking emails from clients and my project team. I use the information to prioritise my day. I am the primary contact for clients and need to ensure we respond to queries on the project in a timely manner.
- > Check-in with my Value Analysts across all my projects to ensure they are on track with deliverables (e.g. will meet review deadlines) and answer any questions.
- > During my check in, one of my analysts asked for help solving a complex bug within the R code for a utility analysis, so I coordinate with the Value Analyst and Senior Health Economist to solve this.
- > Next, I support with a proposal development. I do some reading on the disease area, which is new to me, and research already published models to start outlining how we would approach the project.
- > Just before lunch, the team has a meeting with a client to discuss feedback on a recent manuscript the team developed for them. I talk through the feedback with them and how the team plans to address them.
- > I focus on project management after lunch to update clients and our planning team on any changes in timelines, invoices to be raised, and ensure appropriate meetings have been scheduled with my team to discuss project status.
- > Finally, I spend the rest of the day reviewing a cost-effectiveness model. I review the functionality, formatting and sense check the results to ensure there are no errors.

## Key skills required

- > Desire to learn
- > Attention to detail
- > Critical thinking
- > Research skills
- > Knowledge and understanding of Excel – including VBA
- > Strong written and verbal communication
- > Flexibility to change
- > Ability to work in a fast-paced environment

# Applying for a role at PROVE™





Adelphi Group's Head Office is in Bollington, Cheshire, just south of Manchester.



## A fabulous location

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A former silk mill, Adelphi Mill has stunning views over the foothills of the Peak District.

Located next to the canal, Middlewood Way and the famous White Nancy, access to the beautiful outdoors is on your doorstep!

There's also a fantastic range of cafes and restaurants in Bollington and the neighbouring towns of Macclesfield, Prestbury, Poynton and Alderley Edge.

## Progress in your role

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You'll be fully supported to develop in your role including:



Personal development plans



Regular progress meetings



Lots of training opportunities

You'll also join the **Adelphi Academy Development Programme**, a community of over 50 like-minded graduates and postgraduates.

You'll take part in a **12-month series of interactive training workshops** to refine your own personal and professional skills.





## Employee appreciation

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Providing employees with an exciting and fulfilling role is of the utmost importance to us!



Competitive salaries



Pension scheme



Performance-related rewards



Free breakfast



Generous holiday allowance



Quality coffee and snacks



Private health insurance



Free on-site gym membership



## Make your mark

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## Achieve great things at Adelphi Group

Positions with PROVE are advertised on our Graduate Careers page, website and LinkedIn:

<https://adelphivalues.com/careers/>

Questions?







defining value >> driving decisions >> delivering success

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