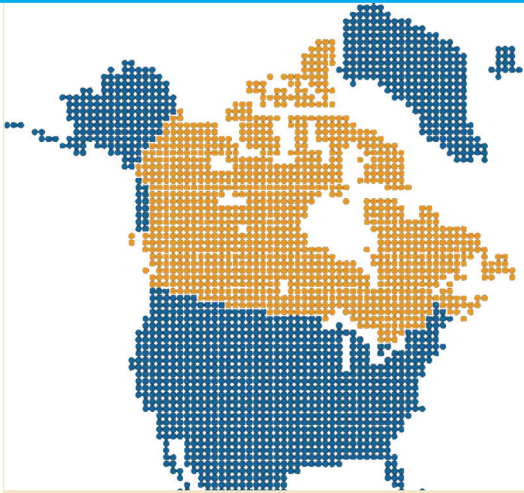


Provincial Reimbursement Advisor

Optimizing your company's critical market access activities through knowledge and insight



What clients say about PRA:

"Excellent variety of topics, very timely and current"

"Provides all the latest information / insights in one vehicle"

"Excellent, with no real equivalent"

"In-depth info and analysis of very relevant topics in our industry"

"Provides helpful insight for reimbursement strategy development"

WHY PRA?

Gaining reimbursement on public drug plans remains one of the most important – and most challenging – endeavours of pharmaceutical companies in Canada. With the Common Drug Review granting less than half of new products a positive listing recommendation and many provinces now negotiating their own product listing agreements, it's critical that companies stay informed about developments and trends in the ever-changing market access environment.

COMPREHENSIVE, TIMELY INSIGHTS

PRA

- Quarterly editions published in February, May, August and November
- Monitors key reimbursement issues facing the Canadian pharmaceutical industry and provides valuable strategies for optimizing market access success
- Each issue has 3 topical feature articles and 6 regular departments (Heads Up, Meet the Manager, Pricing Monitor, Understanding the Classes, Policy Insight, and Formulary Acceptance: Monitoring and Evaluation)
- Provides in-depth cross-Canada coverage, written by nationally recognized subject matter experts

PRA Weekly

- A weekly, web-based email update sent each Wednesday morning
- Highlights important policy developments and news on formulary listings, CDR and pCODR changes that impact market access and reimbursement decision-making
- Includes hyperlinks to provincial formulary bulletins, government news releases and other key documents

[Turn over for more details ▶](#)

Provincial Reimbursement Advisor

E-PRA

- An online service that provides **PRA** clients with 24/7 electronic access to complete **PRA** content through a password-protected website

PRA Alerts

- Issued by email any time there is late-breaking, important market access news that has not yet been published in **PRA Weekly**

FAME Database and Query Tool

- Provided on a CD inserted in the **PRA** book
- Covers more than 1,400 products, line extensions and new strengths for innovative products launched since 1993
- Data covers time to listing (TTL) in each province and listing status across the country

- The Query Tool enables users to analyze and benchmark the market access performance of their own and their competitors' products; save and graph these scenarios and build historical listing stats into new product forecasts

PRA Luncheon Briefings

- Twice-yearly (winter and fall) client events feature key market access decision-makers and selected **PRA** authors, on topics of special interest

PRA Compendium

- Contact info for key personnel in provincial drug plans and expert advisory committees
- Includes current copies of all important drug submission documents
- Info is updated monthly via email alerts

HOW COMPANIES USE **PRA** INSIGHTS TO OPTIMIZE THEIR REIMBURSEMENT PLANS AND STRATEGIES

- ✓ Incorporate relevant **PRA** market access / drug policy content into strategic planning and SWOT analyses
- ✓ Determine whether key developments across the country, as reported in "Heads Up" and **PRA Weekly**, might warrant revisiting existing market access plans and strategies
- ✓ Monitor changes in pricing levels, through the "Pricing Monitor" department, to ensure that pricing assumptions remain correct and pricing strategy is still sound
- ✓ Build stronger (or new) relationships with key decision-makers by leveraging insights in the "Meet the Manager" interview
- ✓ Use benchmarking data like time-to-listing stats from the **PRA** FAME database as an input to forecasting assumptions for new products, and for setting company or individual objectives and goals
- ✓ Use the **PRA Compendium** to ensure that all formulary submissions are submitted according to the latest specifications