



Turner Healthcare Quality Consulting, Inc.

THE NEW FORM OF QUALITY AS A CORE COMPETENCY IN PHARMA

Case Example:



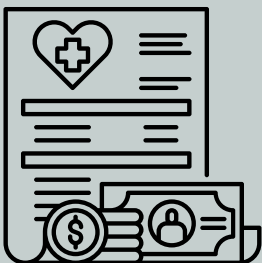
The neuroscience team of a pharmaceutical company is tasked to cover quality strategy.

As is standard with most multinational companies, the brand strategy to support the product's market growth was sound and was being implemented nationally across all markets in the United States.

The neuroscience team collaborated with key partners from the inline brand and payer marketing teams to present a business case from a quality and value-based care, delivery, and payment perspective to the Neuroscience Operating Company senior leadership.

The presentation included a local Medicaid strategy showing:

- (1) the Brand team's prioritized health system and payer customer segments; and
- (2) the relevance of the branded product's attributes related to key behavioral health quality measures which were associated with significant payment risk held by the prioritized customer segment stakeholders.



The neuroscience team recommended to the pharmaceutical company senior leadership the suggestion of a local Medicaid, six-state market access strategy based on the quality strategy story from the business case presentation. The team went on to generate valuable marketplace insights and alignment across cross-functional internal stakeholders and the Six-State Market Access Strategy successfully launched.