

# Strengthen the Value Proposition

**1** The opportunity: create evidence & advocacy behind decision criteria that supports your brand value proposition

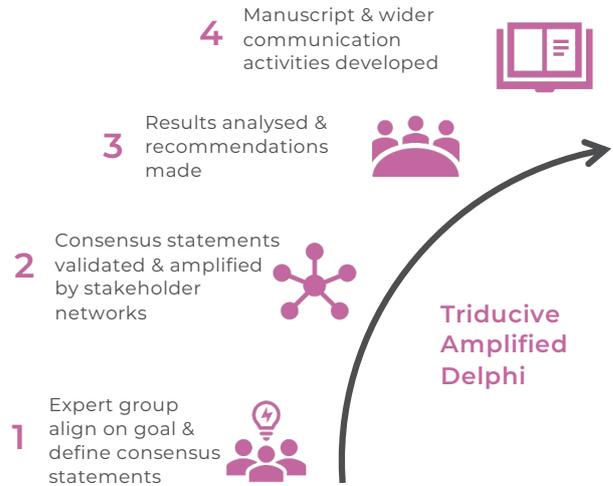


**2** How Triducive amplified consensus works

## Delphi Consensus

The 'Delphi' method is a highly effective method to support experts to reach consensus. First used in the 1950's by the US Department of Defence to understand the impact of technology on the cold war it is now used extensively

Delphi is a particularly well used method in healthcare and Triducive applies a version to help shape market context:



**3** An example creating focus on complex Rheumatoid Arthritis (RA) patients and decisions needed to support their specific needs



## Problem

Low-cost biosimilar treatments encouraged as first-choice in all cases irrespective of co-morbidities

Experts believed certain cohorts of patients need different drug modes of action to help them achieve outcomes

## Consensus achieved

**163** responses

**6** recommendations including definition of 'the complex RA patient'

*“Treatment choice should be driven by individual needs rather than by cost alone. Using the right drug at the earliest point is considered to be a cost-effective strategy in patients with complex RA”*

## Implementation plan



**4** Discuss your challenge with us

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