

# Lobby for Policy Change

**1 The opportunity:** create evidence, recommendations and advocates that can support changes to clinical or non-clinical policy to unblock growth potential

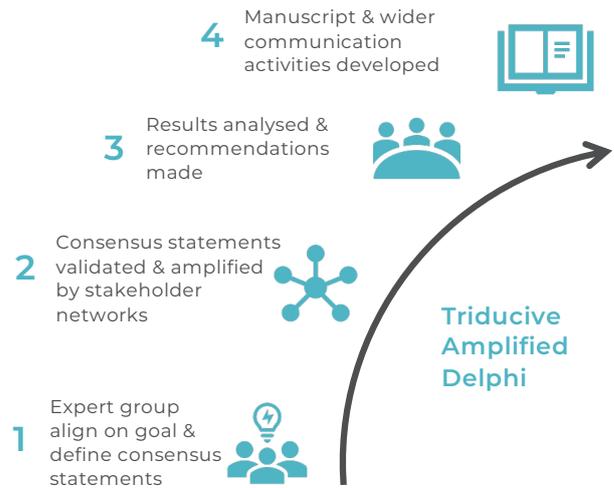
Marketing & Market Access	Policy & Communications	Medical	Health Economics & Outcomes Research
Strengthen the value proposition	<b>Lobby for policy change</b>	Close evidence gaps	Support HTA submissions
Encourage pathway / health system change	Educate the market & build advocacy	Shape medical society guidelines	

**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 a groundswell of credible opinion to positively influence policy**



### Problem

Compared to an 'old' standard of care an anti-infective brand was deemed too expensive by EU payers, but data showed it was highly effective in particular circumstances

Clinicians (especially KOLs) recognised these disease states, but EU payers did not

### Consensus achieved

**1,047** responses

**7** recommendations

“ There is now so much weight of opinion that **payers don't have any reasons to say no** – the fact that this has been published provides the cherry on top! ”

### Implementation plan



\*European Commission

**4 Discuss your challenge with us**

**Tim Warren**  
+44 (0)7947 130 425

**Nick Williams**  
+44 (0)7590 042 598

[info@triducive.com](mailto:info@triducive.com)

[triducive.com](http://triducive.com)