

## Real World Value: Advancing Payer Understanding of RWE in Rare Disease

Drug developers and regulators are expanding the use of real world evidence to design, test and review rare disease treatments. But market access challenges persist as payers in the U.S. and Europe continue to express doubts. Our new survey sheds light on the perception gap.

This report is from the **Syneos Health Insights Hub**, where we generate future-focused, actionable insights to help biopharmaceutical companies better execute and succeed in a constantly evolving environment. Our perspectives are informed by our insights-driven product development model and crafted by subject matter experts focused on real answers to customer challenges to help guide decision making and investment.

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### Connecting with Caregivers: Translating Caregiver Insights Into Marketing Action

Those providing unpaid care to loved ones (collectively called “caregivers”) are vital stakeholders in the ever-evolving ideology of patient-centric practice. To understand caregivers and what lies beneath the surface in their experiences and perception, read this report which is part of our Caregiver Insights Series.

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### Launch Excellence: Achieving Commercial Success

What are the critical factors for commercial success in today's reality where biopharma faces increasing hurdles to access and tighter timelines? Dominic Marasco, RPh, EVP, Global Business Development, Commercial Solutions at Syneos Health speaks with executives from emerging companies through to large pharma - SK Life Science, Inc., Sanofi, Dompé and Viela Bio.

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### The Syneos Health Podcast: Advocacy Archetypes

Patient advocacy has evolved over time, and with it, patient advocate archetypes have emerged. Listen and learn about the five types of advocates (the Caregiver, the Creator, the Citizen, the Magician, and the Rebel) from Keri McDonough, Lead, Advocacy and Patient Relations at Syneos Health.

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### Five Recent Developments Radically Reshaping New Drug Commercialization

Demands for real world evidence and patient-reported outcomes are changing how and when new drugs file for approval. Accountable care organizations (ACOs), integrated delivery networks (IDNs), advocacy groups, and payers are increasingly flexing their muscles. Yesteryear's tried-and-true paths to commercialization have developed new twists and turns, and the ecosystem has become more complicated.

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### Unlocking the Power of AI

Artificial intelligence (AI) capabilities are informing content expectations. So, how can we use it to better understand our audiences and improve healthcare messaging? Read more in this PM360 article by Joe DeSalvo, VP of Marketing Analytics at GSW, a Syneos Health company.

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SYNEOS HEALTH COMMUNICATIONS

These emails are designed to give you the latest thinking on the changing consumer expectations of marketing and health experiences, how leading brands are keeping up, and the important political and regulatory shifts that impact the context and content of healthcare communications. Brought to you by the experts at [Syneos Health Communications agencies](#).

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