

Template — Situation Scan (Step 1 of 2)

Product & Organisation	Patient	Payer	HCP	Stakeholders	Other
<ul style="list-style-type: none"> • How does the product perform against similar or competing products? • How effectively have we partnered with critical stakeholders (KOLs, MoH, etc.)? • Is our positioning clear, relevant and differentiated? • Is our positioning effectively communicated and understood? • Do we have the right allocation of resource? • How clear/effective is our HCP targeting? • Which additional partners should we consider? 	<ul style="list-style-type: none"> • To what extent have patient beliefs and attitudes been researched? • What factors or trends are contributing to the change in patient practice? • What new patient insight data do we need/ do we have that could explain the change? • Are patients becoming more influential in prescribing or market access decisions? • What role do patient groups play in influencing patient practice? 	<ul style="list-style-type: none"> • What is the state of health coverage (UHC, private insurance, etc) in our focus market(s)? • Has the financial coverage for our product class changed over time? • Is this likely to change in the near future? • How do different payers/ payer stakeholders influence each other? Has this evolved? • What healthcare reforms are expected in the future that could affect our products? • Is there any government guidance on selected the therapeutic area/disease? Has this changed? • Who are the key advisors for clinical/policy guidelines recommendations and formulary/regulatory inclusion? Have they changed? 	<ul style="list-style-type: none"> • Is there a change observed across all or specific HCP types or segments? • What is driving utilization/ prescription in the market? • Does this vary by customer type or segment? • What is the current knowledge and practice of target HCPs? • What triggers decisions in the treatment pathway? • Which stakeholders influence HCP practice? • How concentrated are HCPs? • How HCPs prefer to receive information? (has this changed?) 	<ul style="list-style-type: none"> • How are other stakeholders investing and scaling up utilization of their products? • Which are their priority products/brands? • Who is involved in their current and future landscape of scale up? • What level of resourcing (public/private) is expected in the next year? • Which programmes and activities (distribution, procurement, training) do they favour? • What key events and activities do we anticipate in the next year? 	<ul style="list-style-type: none"> • Have there been any significant environmental changes (economic, societal or political)? • Are there options within new distribution channels? • What is the global landscape of branded & generics in this product class? • Is the distribution chain changing? Are buying or decision points • Are there any manufacturing or logistics issues? • How is our relationship with implementing partners, wholesalers, manufacturers and other relevant actors? • What is the role of the pharmacist and licensed chemical sellers in this therapy area, is that likely to change? • What is the impact of other communications channels? (e.g. Digital)