



# Your path to actionable payer market insights

**Get exclusive access to payer insights at Xcenda's Managed Care (MCN) Forum**

Reserve your spot for the Fall 2022 MCN Forum now

# Xcenda's MCN Forum



Gain real-time, truly interactive, qualitative and quantitative insights from up to 30 payers across the managed care industry



High-level, expert moderators conduct **3 focus groups**, each blinded with **8 to 10 unique panel members—all in 1 day**



Listen via live stream while analyzing quantitative and qualitative results in real time



Communicate follow-up questions or clarifications in real time



Test and improve your approach in each session with new advisors



*The Forum was great! We have many to-dos as a result of what we learned. There were so many things we never knew. We had several ah-hah moments.*

*– Director of Medical Affairs, Large Pharma*

For more information, please contact:

Martine Etschmaier at [Martine.Etschmaier@xcenda.com](mailto:Martine.Etschmaier@xcenda.com) | Jack Purcell at [Jack.Purcell@xcenda.com](mailto:Jack.Purcell@xcenda.com)

When you have strategic questions, feedback from payers can be key to inform your market access, clinical, and HEOR plans



### Use the MCN Forum to get answers to questions like:

- How will payers cover our pipeline product?
- What are the evidence requirements needed to achieve our access goals?
- How do we improve our formulary positioning?
- What will happen to our product when a competitive product launches?
- What do payers think of our evidence development strategy?
- How will payers respond to our product's value proposition and messages?
- How do payers want to partner with our field teams?

**Find out what payers are thinking about your most important issues.**

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# Flexible design ensures high-quality results delivered with flawless execution

**Fall 2022 MCN Forum – October 2022**

**Setting TBD: In person or 6<sup>th</sup> virtual Forum**

- Xcenda has been conducting in-person MCN events since 2007
- Xcenda has been conducting virtual MCN events since the Spring of 2020 so you can be assured of high-quality payer insights, regardless of the setting

## Virtual Setting

- Well-integrated, tried and true, virtual platform that ensures blinding
- Pre-meeting technical checks for clients, moderators, and advisors
- Technical support provided during all sessions and breaks
- Xcenda teams monitoring advisor responses
- Successful execution of the virtual MCN Forum since the spring of 2020
- Double-or single-blinded options available



*Having used Xcenda for our first virtual ad board [MCN Forum] soon after COVID-19 travel restrictions were implemented, I commend Xcenda for quickly adapting and seamlessly delivering the payer insights needed to inform our strategy. I have historically found them to be thorough, accommodating, and cost-effective for numerous projects I've entrusted them with.*

– Vice President, Market Access

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# The Managed Care Network difference



**160+** active advisors  
from all key payer segments



**310M+**  
covered lives represented



## Who we are:

- Pharmacy & medical directors
- Healthcare executives
- Other managed care experts



## Segments we represent:

- MCOs
- IDNs
- PBMs
- Specialty pharmacies
- Commercial, Medicare, and Medicaid

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MCN Forum, contact:

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