

Examples of Our Work

Our Services

Market Entry

- Direct Distribution Platform
- Design and Management
- Pricing Strategy Development

Market Access

- Creative Access Strategies
- Design and Implementation
- Patient Adherence Initiatives

Market Insights

- Ability and Willingness to Pay & Prescribe Studies
- Epidemiologic and Benchmarking Studies
- Program Evaluation

Market Communications

- Stakeholder Mapping and Management
- Value Proposition Development
- Grassroots Communications
- Advocacy Communications

Health System Strengthening

- Supply Chain Management
- Infrastructure Assessment
- Donation Program Management
- Laboratory System Strengthening

Since inception in 1997, Axios continues to break new ground in the development and implementation of one-of-a-kind sustainable solutions to drive access to healthcare across the globe. Our clients are private healthcare companies, governments, international funding agencies, universities and foundations addressing some of today's most pressing health challenges.

PATIENT ASSISTANCE PROGRAMS

Roche Patient Assistance Program (RPAP)

RPAP was established to increase access to a variety of treatments for cancer and rheumatoid arthritis in Thailand using a shared-payment model. The program began in February 2014 and has since grown to support more than 1000 patients across 90+ hospitals across the country. The quick growth of the Program exemplified the need for innovative access solutions to increase access to high quality medications in self-pay markets.

Musanda Patient Assistance Program

This partial payment program was first designed to improve access to Lucentis® (macular degeneration) and Gilenya® (multiple sclerosis) for patients who pay out-of-pocket for their treatment in the United Arab Emirates (UAE). Patients pay only what they can afford based on personalized financial assessment results and receive the remainder of the treatment free. It has since been expanded to also include several products in Novartis' oncology portfolio. The Program has reached 800+ patients and is the first of its kind in the UAE.

Sutent® Patient Assistance Program (SPAP)

SPAP was set-up to improve the affordability of Sutent® (renal cell carcinoma and gastrointestinal stromal tumor) across 10 countries (China, Thailand, Indonesia, Nepal, Malaysia, South Africa, Morocco, Pakistan, Philippines and India) while testing effective access strategy models for emerging markets on behalf of Pfizer. The Program demonstrated the feasibility of a shared-cost approach in emerging markets and has become a model for PAPs in the developing world.



PATIENT ADHERENCE PROGRAMS

Hepatitis C Diagnosis & Treatment Initiative

Axios partnered with the Emirates Gastroenterology Society to promote awareness and to increase adherence and access to Hepatitis C treatment through the National Hepatitis C Awareness initiative. Axios coordinates and manages the patient call center, provides patient counseling and refers patients for diagnosis, while collaborating with local charities to partially fund treatment cost. The program has provided treatment to 400 patients and has received a high level of support from the Ministry of Health.



PRICING STRATEGY DEVELOPMENT

Price Elasticity Study in Africa

The study examined how changes in price may affect patient capture for three distinct products for rheumatoid arthritis, diabetes and asthma in preparation for a product launch in sub-Saharan Africa (specifically Ivory Coast, Kenya and Nigeria). In order to make a more informed pricing decision, the study looked at willingness and ability of patients to pay for these products, as well as feedback from physicians and pharmacists on product value.



MARKET INSIGHTS

Malaria Treatment Study

The study monitored the performance, price and sales of a select malaria medication within AMFm program countries and in non-premium private markets in Ghana, Kenya, Nigeria, Tanzania and Uganda. Results have been published in the *BMC Malaria Journal*.



Diagnostics Priorities Study

On behalf of a leading player in the diagnostic arena, Axios conducted a survey to assess challenges, needs and priorities in diagnostics following changes in PEPFAR funding in Kenya, Nigeria and Uganda. As a result of the study, the Company was able to make more informed country prioritization decisions and to determine how to best provide support based on the challenges and equipment needs identified.



Medical Device Market Potential Study

The goal of the study was to identify needs in the area of medical devices in select hospital departments (including general surgery, cardiology and obstetrics/gynecology) in Turkey, Nigeria, Egypt and South Africa, and to assess the potential for introducing new medical devices into these markets. The study was conducted via face-to-face interviews with 100 physicians and allowed for a comprehensive and realistic understanding of the unmet needs in medical devices in the selected markets.



MARKET ACCESS STRATEGY DEVELOPMENT

Global Access Strategy Development

Following the development of an equitable pricing and access framework, a leading pharmaceutical company enlisted Axios' expertise to help prioritize markets where the framework could be piloted. An assessment of patient affordability was conducted across the full product portfolio, and several market access scenarios were tested to determine where market potential was strongest. Following the strategy development phase, three countries were selected for a pilot to assess commercial sustainability of the selected access scenario.

Distributor Markets Opportunity Analysis

To determine short and long-term revenue potential for several products in more than 30 countries across the Middle East and Europe, Axios conducted a comprehensive market opportunity study. The analysis consisted of KOL interviews with doctors, insurance representatives and government officials to ascertain treatment guidelines, reimbursement potential, government commitment and brand recognition. Combined with secondary research, KOL feedback was used to prioritize reimbursement and self-pay markets, along with a specific market entry strategy tailored to each, including recommendations for marketing, regulatory and medical actions.

Corporate Strategy Development Workshop

Axios has worked with the Thailand affiliate of a multinational pharmaceutical company to assess and realign their market access and pricing strategy based on the needs of the local market. A management workshop was executed to define and agree on commercial strategy objectives and an execution plan with clear action items. The workshop helped to identify untapped value within the existing portfolio via out-of-the-box and novel approaches to market access.

Botswana Institutional & Market Assessment

Axios assessed the oncology market and institutional capacity in Botswana to inform a decision on future intervention in the country. Through institutional visits and interviews with more than 20 KOLs, the assessment gathered comprehensive data on the current healthcare structure in the country for oncology patients, as well as the competitive landscape. An affordability assessment was also conducted using Axios' proprietary methodology to estimate the number of patients that have the capability to purchase select oncology drugs at a range of price levels.

Asia Market Potential Assessment

To investigate market potential and preferred strategy for market entry into 16 Asian countries (including reimbursed and OOP markets), an analysis of market revenue and patient pool potential was conducted across seven products for Prostate Cancer, Endometriosis, Cervical Dystonia (CD), Diarrhoea, Ulcerative Colitis, Crohn's disease and Acromegaly. Axios classified and prioritized the countries and products in a tiered system based on factors affecting market access and profitability. For those countries and products deemed high-potential, a market entry strategy was recommended.

AXIOS BY THE NUMBERS

Axios has designed or implemented access strategies for leading healthcare companies and international institutions in more than 100 countries.

Axios projects and strategies have been the subject of more than 20 peer-reviewed articles.

Axios' proprietary affordability and economic models have been used in more than 80 countries to assess priority markets, segment patients and create sustainable market entry and market access solutions.

DONATION PROGRAMS

Glivec® Patient Assistance Program (GIPAP)

As one of the most far-reaching cancer access programs today, GIPAP provides free-of-charge Glivec to more than 52 countries. Axios assesses and recommends institutions for participation and handles all drug logistics and supply chain management needs, reaching thousands and improving operational capacity in participating institutions. The impact of the Program has been documented in *BMC Health Services Research* and *Journal of Health Care for the Poor and Underserved*.

Gardasil® Access Program (GAP)

GAP enables organizations to gain operational experience designing and implementing HPV vaccination projects. 1.3 million doses of Gardasil® have shipped to 21 countries – enough to vaccinate more than 413,600 girls.

The Viramune® Donation Program (VDP)

VDP provided single-dose Nevirapine to help prevent Mother-to-Child Transmission (MTCT) of HIV in 2.2 million mother-child pairs in 61 countries in Africa, Asia, Latin America and Europe.

Access to HIV Care Program

Conceived before donors began to play a key role in HIV/AIDS prevention and treatment, the program, which made available Norvir®, Kaletra® and Determine® rapid tests at a loss, was the first access program of its kind initiated in Africa and was successful in reaching more than 6 million patients through 250 implementing institutions across the globe.

SUPPLY CHAIN MANAGEMENT (SCM)

The Global HIV/AIDS Initiative Nigeria (GHAIN)

Axios is GHAIN's logistics partner responsible for forecasting, procuring, warehousing and distribution of ARVs, reagents and supplies and drugs for Opportunistic Infections. Axios' efforts to improve forecasting and inventory management efficiency, along with the training of more than 500 facility personnel, has greatly increased access to treatment to over 120,000 patients.

United Nations Development Programme (UNDP) in Sudan

Under a UNDP-funded project in northern Sudan, Axios worked closely with government to strengthen the Global Fund to Fight AIDS, Tuberculosis and Malaria-supported commodity supply chains. Axios designed a two-track strategy that responds to immediate logistics management and coordination support needs while building capacity to yield sustainable results.

HEALTH SYSTEM STRENGTHENING

The Ethiopia Breast Cancer Project

Focused on strengthening breast cancer diagnosis and treatment capabilities at Tikur Anbessa University Hospital, the project helped Ethiopia go from a single oncologist and radiotherapy unit to 3,634 patients screened, diagnosed or treated and encouraged the Ministry of Health to develop cancer policies.

Central Pathology Laboratory Strengthening (Muhimbili National Hospital, Tanzania)

Axios conducted feasibility studies and designed and implemented this lab modernization program to improve access to quality diagnosis, treatment and care. The lab now serves as the National Reference Laboratory.

Community Mobilization for PMTCT of HIV

While a single dose of Nevirapine could help prevent Mother-to-Child transmission at the onset of labor, the medication was out of reach for the majority of mothers delivering at home in rural areas. Axios trained Traditional Birth Attendants in Tanzania to raise community awareness of PMTCT, refer pregnant women to the formal health system and to provide psychosocial and nutrition counseling. The project accounted for 80% of pregnant women tested for HIV in the two districts measured and the MOH has since adopted TBA training guidelines.