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Xcenda

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 Spring
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 double-blinded with **8 to 10 unique panel members—all in 1 day**



Listen via live stream or attend in person for immediate insights



Communicate follow-up questions or clarifications in real time (as desired)



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

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.

Flexible design ensures high-quality results delivered with flawless execution

Spring 2022 MCN Forum – Late March 2022 Setting TBD: In person or 5th virtual Forum

- Xcenda has been conducting in-person MCN events since 2007
- Xcenda is experienced in conducting the MCN Forum virtually so you can be assured of high-quality payer insights regardless of the setting

Virtual Setting

- Well-integrated, tried and true, virtual platform which ensures blinding
- Pre-meeting technical checks for clients, moderators, and advisors
- Technical support provided during all sessions and breaks
- Xcenda teams monitoring advisor response
- Successful execution of the virtual MCN Forum in spring/fall 2020 and 2021
- 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

The Managed Care Network difference



160+ active advisors
from all key payer segments



275M+
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

For more information about the
MCN Forum, contact:

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