

The **DOs and DON'Ts** for presenting documents to Value Analysis Committees

In our interviews and surveys, many value analysis committee (VAC) leaders mentioned their difficulty collecting and organizing a wide set of product data. To address that challenge, a handful of successful suppliers now deploy more user-friendly information and data packets for VAC meetings. Having a well-organized portfolio of information that can appeal to both clinical and economic stakeholders makes it easier for your customers to understand product value and make meaningful comparisons.

Dos

Dont's



Focus on a small selection of products

Data packets are most effective when they focus only on one product or on a line of very similar products used in the same procedure set.



Lose focus

Packets which attempt to survey the entire company product portfolio will likely not provide sufficient depth and may come across as "generic" marketing material.



Teach, don't preach

VAC leaders are more receptive to clinically-focused material that seeks to inform rather than overtly persuade VAC participants.



Spend too long on your mission statement

Effective materials generally lead with a discussion of the product, not with a lengthy overview of company history or mission statement.



Understand the audience

VAC documents should appeal to multiple stakeholders and should not be identical to those you present solely to clinical staff or solely to administrative staff.



Assume all VAC participants think similarly

Ideal documents will balance a strong clinical backbone (appealing to physicians) with sourcing and reimbursement information useful to supply chain.



Include selections from real documents

Clinical study abstracts and key passages from 510K approval forms can establish credibility and transmit key information to VAC participants.



Assume VACs have access to clinical studies

The best approach is to play it safe. Assume that VACs have not effectively reviewed publicly-available clinical information or your previous material.



Build an economic case

Suppliers able to present meaningful economic outcomes, throughput data, and/or coding information will likely stand out among their competitors.



Neglect reimbursement and other financial elements

While financial data is not yet definitive for many product types, companies should plan long-term to include some of this information if favorable to their product lines.

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