

Hayden partners with Life Sciences companies to untangle access complexity, uncover deep insights, and unlock commercial success.

Our team of leaders is connected by a common thread – to redefine how the life sciences industry thinks about access. Access has proven time and time again to be the #1 driver of commercial success, across therapeutic areas and launch scenarios. We believe unlocking a brand's access potential requires:



Asking the right questions to the right customers



Balancing overall strategy with access being local



Integrating insights into actionable, achievable plans

Key Areas of Focus

Highly Customized and Collaborative

- We start with the question first and prioritize PMR as a research tool as opposed to itself being a product; because of this, we are particularly open to working with your preferred research partners
- Our senior leadership team is involved with day-to-day activities and works with you to adjust objectives/methodology as needed

Qualitative Insights

- We tend to leverage PMR to understand the “why” behind “what” we observe in large data sets (e.g., patient-level claims analyses). While this can include quantitative studies, our expertise lies in qualitative studies
- To scale insights, we are uniquely qualified to bridge PMR responses with observations in existing large data sets

US-Focused

- The US access landscape is incredibly convoluted and can be complicated. Our consultants focus on understanding the US market particularly well to deliver relevant key findings and achievable plans
- When we ask payer customers about access, we go beyond “has coverage” or “on formulary” and dig into the details. Benchmarking responses against what we observe real-world is also standard in our insights and recommendations