

The logo features a white circle containing the letters 'mAx' in a bold, black, sans-serif font. The letter 'A' is highlighted in a vibrant purple color. Below this circle, the word 'Insights' is written in a large, black, serif font. The entire logo is set against a blue background with several white diagonal lines crossing from the top right towards the bottom left.

mAx Insights

Fast & Easy AI Based market access
planning



CHANGES IN THE WORLD

The World is becoming international

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom-right corner of the slide.



THERE WILL BE WINNERS AND LOSERS

- ▶ Companies which don't have a solid strategy not only in marketing but also Regulatory and market access, will have a short life
- ▶ A crucial point is not only having a product, but understanding, ideally during or before late developments phase, what do you need to do to get approval and reimbursement in markets.



MARKET ENTRY

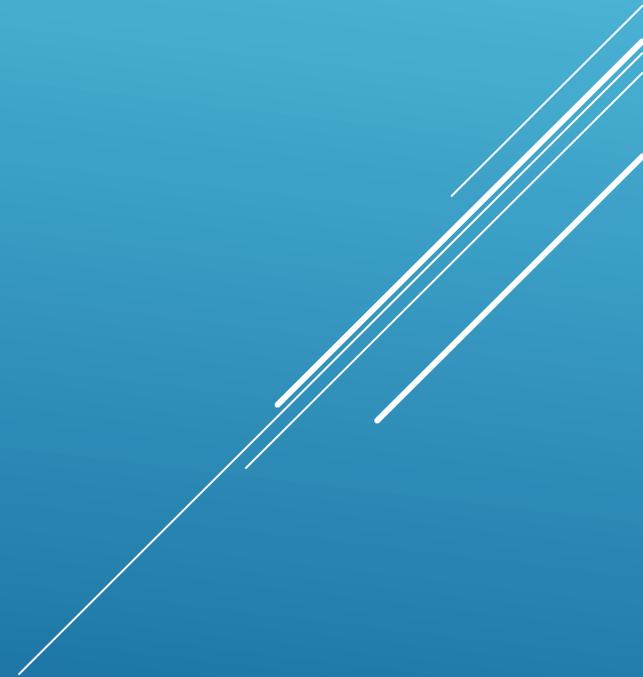
- ▶ Ideally, a Company should have the possibility of knowing the market entry needs at a low cost, with the appropriate local support to do a “cultural decoding”





NEW WORLD

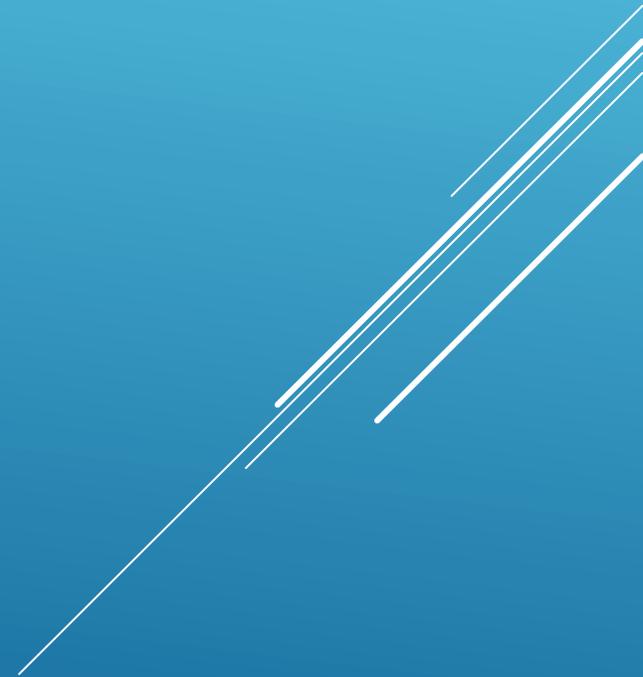
- ▶ The old way of understanding the market entry process was:
- ▶ Leaving 100% to distributors - Might be too late
- ▶ By trial and error - Ineffective and costly
- ▶ Relying on old info on file or dubious internet sources
- ▶ Expensive expertise from consultants





NEW WORLD

- ▶ The new world approach encompasses:
 - ▶ The use of AI to facilitate process and reduce costs
 - ▶ Local expertise tailored to product
 - ▶ Fast access to a tool always available
 - ▶ Constantly updated materials





Why mAxInsights?



Payers dictate the availability and pricing of therapies & diagnostics across the world



In order to plan commercial success payer insights are required early in the product development



In order to convince (internal & external) investors for a programme, knowledge of the payer landscape is needed



mAxInsights helps health care companies to enter new markets quickly & effectively



Why mAxInsights?

Creating a market access plan for EU-5

the traditional way

100'000€

with mAxInsights

up to
60%
less costly



+ and always with up to date data and results.



Why mAxInsights?



our partner
for **Germany** 



**Stefan
Walzer**



our partner
for the **Netherlands** 



**Ron
de Graaff**



The team at mAxInsights, including founders Dr. Stefan Walzer and Ron de Graaff, comprises highly seasoned market access consultants with extensive expertise.

They transferred their knowledge into mAxInsights and combined it with the latest *AI technology*



What is mAxInsights?



mAxInsights is an **AI Based** Market Access planning tool for different countries



mAxInsights offers a fast, reliable an affordable market access planning service



mAxInsights provides detailed knowlegde about reimbursement pathways, already established products, prices and many more in different countries

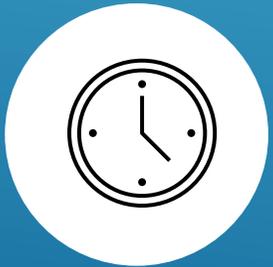


The local consultants behind the tool ensure that your strategies are finely tuned to the local market



What is mAxInsights?

mAxInsights enables health care companies to generate the following documents in few minutes with a fingertip:



Quick clinical assessment



Reimbursement codes, epidemiology and patient numbers



Reimbursement process per country



How does it look like?

Is your product considered by European regulators **as a drug**?



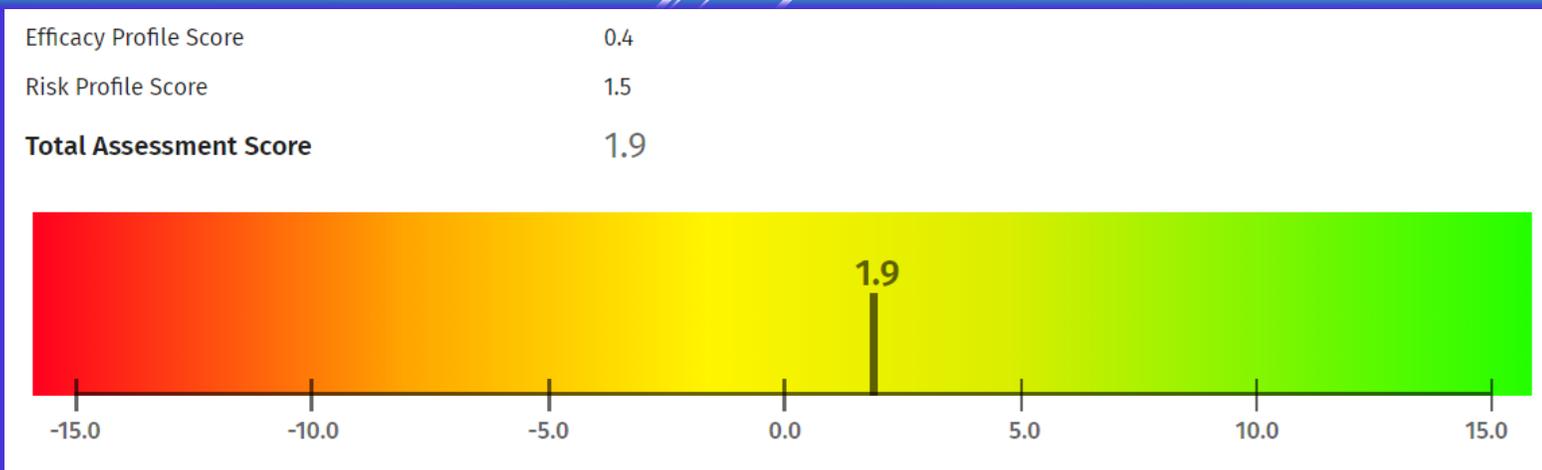
YES

NO



Reimbursement Pathway tool:
Find the appropriate reimbursement pathway for your product

Clinical Trial scoring:
Compare the clinical relevance of your product with the medical standard





How does it look like?

Prostate cancer

Show epidemiology:

ICD synonyms:

- Malignant neoplasms of prostate
- Familial prostate cancer
- Maligna
- Primary malignant neoplasm of prostate

Reimbursement Pathway tool:
Find the appropriate
reimbursement pathway for
your product

Epidemiology, disease
description, ICD,
procedure
codes,
inpatientcodes,
outpatientcodes,
drugs and prices

EPIDEMIOLOGY ICD CODING (17) OPS CODING (77) INPATIENT CODE (64) OUTPATIENT CODE (22) NUB (47)

Prostate cancer is one of the most prevalent cancers among men in Germany.

According to the Robert Koch Institute, it is the most frequent type of cancer diagnosed in men, with almost 25% of cancer cases in men being prostate cancer.

In 2016, there were approximately 60,000 new cases of prostate cancer in Germany.



How can I access mAxInsights?



Get started with
mAxInsights &
let the A.I. do your
market access planning.



Request a Demo



[MAX Insights – your easy market access in healthcare](#)