

Market Readiness Capabilities



Bringing a new therapy to market costs an average of US\$2 billion, yet **one in three US launches fails to meet expectations** (Deloitte Insights, 2022).

The model for product success today means engaging a broad ecosystem—patients, caregivers, payers, policymakers and influencers—through value-driven strategies that resonate across the product lifecycle.

Reservoir's proprietary research framework—[Value GPS](#)—reveals that value is the real currency in today's healthcare landscape. We help companies communicate their value for:



Patients:

Better experiences and outcomes



Healthcare systems:

Efficiency and sustainability



Society:

Innovation and access

We reach the stakeholders that matter, from development through commercialization, and tackle barriers across clinical, regulatory and commercial landscapes—addressing low disease and treatment awareness, restrictive utilization management, fraught value and pricing environment and inequities in patient experience.

Reservoir builds integrated solutions that go beyond conventional marketing and stand up to real-world scrutiny.

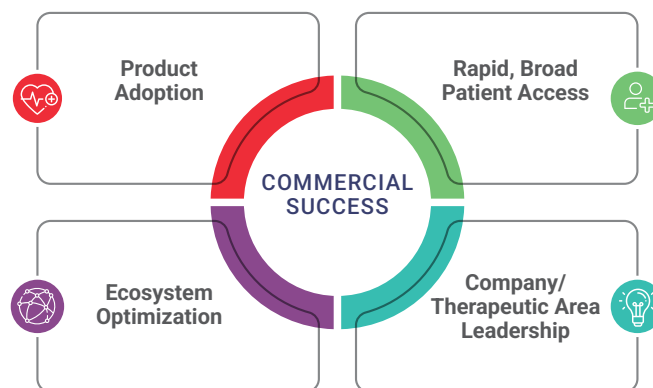
Drive product adoption

with providers and patients

Educate and equip HCPs, launch disease awareness campaigns, support scientific and milestone communications and create actionable patient experience maps.

Shape ecosystem optimization by informing policymaker and employer decisions

Translate insights into actionable recommendations to remove systemic barriers to access.



Expand patient access via payer and health technology assessor communications

Shape value narratives, support policy engagement and pave pathways to equitable care.

Establish leadership among advocacy groups and opinion leaders

Build credibility, foster partnerships and drive momentum to advance priorities.

RESERVOIR IS THE AGENCY THAT...

- Uncovered critical patient access gaps in cardiovascular disease and developed resources that informed policy change—broadening diagnosis and care.
- Presented economic impact analysis in women's conditions that spurred global investment in underfunded autoimmune conditions.
- Built trust with regulators and HTA bodies through pre- and post-launch communications, reinforcing a rare disease therapy's value.
- United 250+ partners to build vaccine confidence and increase uptake in vulnerable communities.

We are strategists and advocates for better health. With deep expertise and unwavering determination, we're committed to making every therapy reach its full potential—improving outcomes, expanding access and changing lives.

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