

CASE STUDY

Bringing Your Health Equity Goals to Life

Overview

Client: A large pharmaceutical company with a robust pipeline wanted to facilitate the creation of an aligned view of their health equity stances across their business units

Situational Context: With the growing interest in health equity within the pharma space, the client developed a task force charged with developing and socializing their health equity strategy

Topics: health equity, access strategy, global insights

Client Testimonial

“Nuvera is always prepared. The work that you’re doing will help us set the foundation for a great 2024”



Client Challenges

- Lack of a shared language & frameworks
- Missing internal alignment on their health equity goals
- Need to capture and consolidate all their health equity efforts
- Uncertainty around access barriers to their portfolio products



Project Objectives

Goal: Create a succinct and aligned view of their health equity priorities across major functional teams within the wider organization



Project Approach



Background materials review & stakeholder IDIs



Descriptive frameworks & health equity toolkit development



Cross-functional alignment sessions & executive socialization



Outcomes

Greater Alignment

on all efforts to better tell their story & prove their commitment to health equity

Leadership Buy-In

to the aligned health equity “True North”

Supercharged

by new foundational tools to consistently describe & design health equity efforts

Global Insights

on the access barriers to portfolio medications across the Globe