

# Value and Launch Communications Services

At 3D Communications, we help you differentiate your product for launch with the right story that communicates both clinical and economic value.

We get you ready for your toughest stakeholder conversations and payer negotiations.

## Value Communications

Build consensus on value and price – and withstand the scrutiny of your harshest critics.

## Launch Communications

Start strong and maintain momentum with a clear and consistent story.

- Align internal teams on common communications goal
- Analyze market environment and profile stakeholders
- Create clear messages, presentations, slides, Q&A
- Drill teams on objection handling
- Conduct message testing
- Provide expert coaching for key meetings, speaking engagements, and media interviews

## Tools and Technology to Transform the Way You Communicate

**3D Message eVAL™** Go beyond one-dimensional message testing with proprietary technology and expert moderating. Capture 360° insights from your most important stakeholders.

**3D Remote Coach™** Experience world-class coaching with on-camera role-play and real-time video playback – no matter where you are.

**3D LifeLine™** Get in-the-moment, behind-the-scenes support to answer questions and handle objections. Receive the right data and the right slides – at the right time.