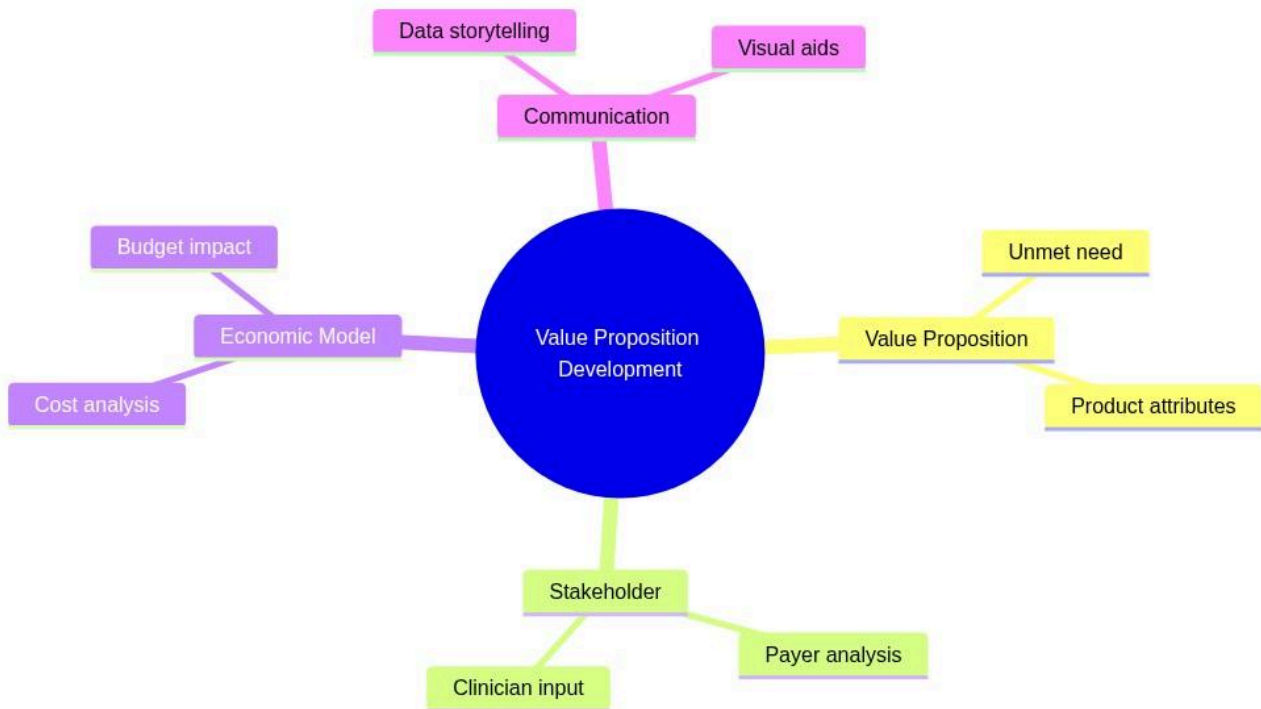


Professional Certificate in Health Economics and Market Access

Value Proposition Development



mindmap

```
root((Value Proposition Development))
```

```
Value Proposition
```

```
  Unmet need
```

```
  Product attributes
```

```
Stakeholder
```

```
  Payer analysis
```

```
  Clinician input
```

```
Economic Model
```

```
  Cost analysis
```

```
  Budget impact
```

```
Communication
```

```
  Data storytelling
```

```
  Visual aids
```