MARKET ACCESS

Accelerating Global Pricing & Reimbursement Strategy

giles® automates the rigorous workflow of evidence generation for P&R, turning weeks of manual landscape analysis into minutes of validated insight.

85%
FASTER SUBMISSIONS

95%
VALIDATED ACCURACY

98%
EVIDENCE RECALL

Time reduction metrics based on internal benchmarking of manual review workflows vs. automated giles® outputs, conducted by R-S-S

THE CHALLENGE

The "P&R Complexity Gap"

Navigating the critical divide between clinical evidence and market entry. This document explores how automated synthesis closes the friction point between raw data stacks and successful Pricing & Reimbursement (P&R) outcomes, ensuring that complexity never stands in the way of patient access.

Fragmented Landscape

Market Access teams must track reimbursement status, payer policies, and HTA decisions across multiple markets (UK, Germany, France, Italy, Spain, US), but the data is scattered across international portals and internal databases.

The Manual Burden

Teams spend weeks on "grunt work," manually reviewing HTA reports to identify comparator price positioning and cost-effectiveness thresholds.

Strategic Risk

Manually copy-pasting data into comparison tables leads to a high risk of transcription errors and missing critical payer concerns from previous assessments.

Static Strategy

Pricing strategies often struggle to evolve in real-time as new clinical or economic evidence emerges, risking delayed or suboptimal submissions.

THE SOLUTION

Your AI Research Agent by giles®

giles® automates the rigorous workflow of evidence generation for P&R, turning weeks of manual landscape analysis into minutes of validated insight.

Deep Data Integration

Connect directly to internal repositories alongside external libraries like PubMed, the FDA, and IQWiG to retrieve reimbursement evidence in a single query.

Regulatory Rigor

Unlike generic AI tools that hallucinate, giles® is powered by Google Cloud and Gemini, and the Gemini Enterprise Agent Platform engineered specifically for the regulatory rigor

REAL-WORLD EXAMPLES

How Teams Use giles®

Cross-Country Reimbursement Analysis

A Pricing Manager needs to compare HTA decisions for a new therapy across NICE, HAS, and AIFA to inform global pricing strategy and identify market access opportunities.

NATURAL LANGUAGE

The user asks, "Compare reimbursement status and patient eligibility criteria for Drug X across major EU markets"—no complex query syntax required.

REFINED OUTPUT

Users leverage verbosity controls to generate structured country comparison tables or high-level executive briefings for leadership.

Minutes
VS. WEEKS

THE OUTCOME

Audit-Ready Strategy

Traceable Insights

Every pricing data point is fully traceable; clicking a figure highlights the exact sentence in the original payer policy or source PDF.

Collaborative Reviews

Share insights with internal stakeholders in a single click, keeping original content untouched while facilitating global strategy alignment.

BUSINESS IMPACT

ROI Projections

By automating evidence generation for pricing and reimbursement, Market Access teams accelerate submissions while maintaining the rigor required for global HTA reviews.

Faster Submissions

Cut literature and policy review timelines by up to **85%**, accelerating time-to-market for new therapies.

Validated Accuracy

Extract economic and qualitative reimbursement data with **95%** average accuracy.

Total Transparency

98% recall on relevant evidence ensures no critical comparator pricing or payer precedent is missed.

WHY GILES®

Competitive Advantage

Unlike generic research tools, giles® offers a distinct advantage for Market Access teams:

Regulatory-Grade AI

Engineered to prevent hallucinations and ensure every pricing benchmark meets the strict demands of global HTA reviews—delivering accuracy you can defend.

Unified Evidence Access

Connect internal repositories alongside external libraries like PubMed, FDA, and IQWiG in a single query—eliminating fragmented data workflows.