

STEP 1 – ACTIVITY DETAILS

Activity ID	2021-061641
Activity Type	Market Research
Activity Status	Submitter Close-Out

ACTIVITY OVERVIEW

Activity Title	(HIP Migrated Activity) Migraine and Headache Payer Focus Group Series
Activity Start Date	11-Oct-2021
Activity End Date	31-Mar-2022
Project Originator	maurice.driessen@tevaeu.com
Designated Reviewer	
Country Financially Responsible	
Site	
Therapeutic Area/Product	Headache / Migraine
You selected "Other" for Therapeutic Area/Product please specify	
Is this activity related to other activities?	No

RELATED ACTIVITY DETAILS

Activity ID	Activity Type	Activity Status

Veeva Vault ID

Purpose or Business Objective	1. Gain insights on how EU payers perceive the changing EU migraine prevention treatment landscape [current to 2023] (e.g. introduction of rimegepant, atogepant, eptinezumab, and the recently published data on the HERMES study by erenumab) insight from EU payers how the availability of new migraine prevention treatments will impact their current and future national/regional/local formulary decision making and pricing payers on how results from the HERMES study will impact their reimbursement and pricing decision making. materials and scientific evidence TEVA has to
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Submitter Name bogdan.muresan@tevaeu.com

Submitter Vertical

Designated Reviewer Hidden for Delegation

Project Originator Hidden for Delegation

Submitter Hidden for Delegation

ACTIVITY DETAILS

Research Type

Will you use a Third Party Representative? Yes

Enter Third Party Representative Name eMAX Health

Has an approval been obtained from the Third Party Due Diligence Team? Yes

Is there a Venue? No

VENUE DETAILS

Venue Type	You selected "Other" for Venue Type please specify	Venue Name	Venue Address	Venue Country

ESTIMATED BUDGET

Currency	Spend Type	You selected "Other" for Spend Type please specify	Amount
USD		105000.00	

Total Estimated Budget of Activity

105000.00

MARKET RESEARCH

Will the name of the product be identified as part of the research?

No

Please Explain

Development Stage of product(s)

Cross Border?

Yes

Choose Countries Involved

Phases of the Project

1. Pre-meeting materials and research: Teva will provide any clinical or educational content (stimuli) for both pre-read/survey materials and in-meeting presentation materials in raw form. The vendor will incorporate this content into pre-meeting materials and meeting presentations. A 20/30-minute pre-meeting online survey will be developed to gather initial insights from the payer advisors by market and comparatively across markets with the results to serve as part of the meeting content. This survey will also ensure advisors read the preparation stimuli before the live meeting.
will deploy a webinar for all panelist and attendees, and simultaneously run a Microsoft Teams meeting for Teva-only participants to ask probing questions, which the vendor's moderators will integrate into the meeting in real-time
produce a Final Report (PowerPoint) encompassing the content from the virtual advisory meeting discussion with other relevant insights gained throughout the engagement. The final report will include segmentation of results where applicable (i.e., coverage and access considerations by country-relevant factors, payer type, etc).

Proposed Data Collection Method (per phases)

Insights will be captured by the vendor.

RESPONDENT

Phase	Country	Description of all respondent groups/specialties	Total number of Healthcare Professional (HCP) respondents to be included per phase/country	Total number of Patients/Consumers to be included, pay rate and method of payment per phase/country
Will Teva be revealed as the sponsoring company as part of the research?	Vendor payers focus group respondents made up of 8 payers/advisers (UK -1, Nordics - 3 of Denmark, Sweden, or Netherlands, Spain - 1, Italy - 1, Germany - 1, South America - 1. The		No	0
Please Explain				
Who will be selecting respondents?			The vendor will utilize a screener questionnaire.	
Selection criteria for respondents			Must be one of the payer types specified earlier with more than 2 years of experience in their current role and more than 5 in managed care. They need experience in Neurology and the migraine therapeutic area.	
Will Teva know the identities of the respondents?			Yes	
Please Explain				
Who will manage the contractual relationship with the respondents/participants? Include name, title, phone and country			eMAX Health Brian Jenkin Associate Director, Market Research 6	
Are the results going to be part of a publication?				
How will be the publication be shared and who will be named as the author?				

Document Upload

STEP 2 – CLOSE-OUT

CLOSE-OUT DETAILS

Do you need to enter close-out detail?

Why do you not need to enter close-out details

You selected "Other" for why you do not need to enter close-out details

Longest Payment Term

Comments

Document Upload Close out

ATTENDEES

ATTENDEES				
Attendee First Name	Attendee Last Name	Address Line 1	Country	Postal Code

CLOSE-OUT CERTIFICATION

I certify that the value transfer is consistent with the approved amounts outlined in the terms of the Service Provider / Attendee contract. You are also verifying the Transparency transfer of value requirements are captured in the close out for accurate and complete reporting.

Unchecked

AUDIT TRAIL

Activity Created	30-Sep-2022 19:07:24
Submitter Name:	bogdan.muresan@tevaeu.com
Nan	30-Sep-2022 19:07:27
Submitter Name:	bogdan.muresan@tevaeu.com