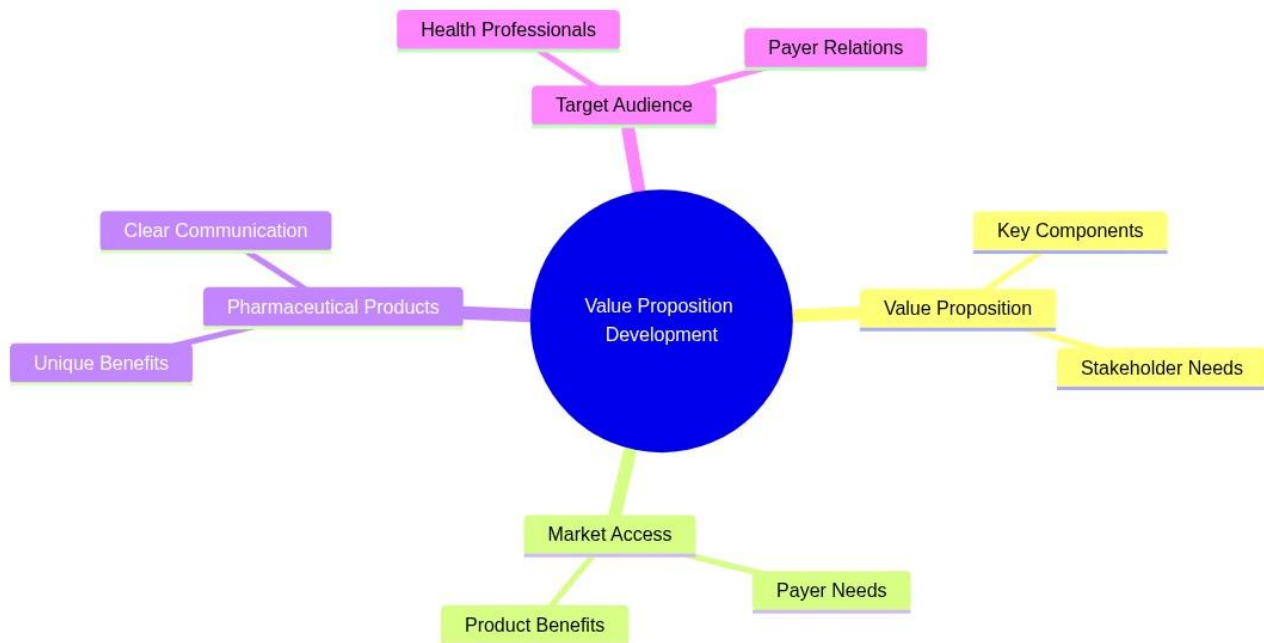


Advanced Skill Certificate in Market Access for Pharmaceuticals

Value Proposition Development



```

mindmap
  root((Value Proposition Development))
    Value Proposition
      Key Components
      Stakeholder Needs
    Market Access
      Payer Needs
      Product Benefits
    Pharmaceutical Products
      Unique Benefits
      Clear Communication
    Target Audience
      Health Professionals
      Payer Relations
  
```