



# **EBM Guide For Scientists to Sales Reps: Medical Evidence in the World of Payers & Health Care Systems-A Handbook For Industry to Better Understand, Communicate and Navigate These Worlds**

*Delfini Group, Sheri Ann Strite, Michael E. Stuart MD*

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"Best help with evidence-based medicine available." Marty Gabica MD, Chief Medical Officer, Healthwise

This book is written for the scientist who doesn't think about the payer—and for the one who does. This book is written for the sales rep who doesn't think that sales reps need to understand anything about medical evidence beyond the script—and for those who know that understanding anything important in the payer world could be make-or-break. And this book is written for everyone in between. In short, this book is written for everyone in industry involved in payer medical decision-making. And the principles discussed in this book can be applied to many health systems as well, as well as other customers, such as the practicing clinician.

For non-scientists, the good news is that we make the world of medical evidence easy—we are renown for our simplified approach. For scientists, we can help you better know how payers and health systems may relate to your science. We have extensive experience in communicating evidence in ways end-users can understand.

**Evidologists, Sheri Ann Strite and Michael E. Stuart MD, have worked extensively with payers and industry and can be your guide to help you bridge gaps between the worlds of health systems, payers and industry over medical evidence.**

Why is FDA approval insufficient for payer approval? Why do payer decisions seem so inconsistent at times? What are some of payers' biggest concerns and how can you effectively address them? What are some of the biggest problems with medical research and its reporting—and that you can fix? How can you use evidence to establish common ground with payers and foster good relations?

In this guidebook, we give you information and insights along with practical guidance, advice, strategies and tips. We share our prescription for gap closing and bridge building—the **RRAPP™ System for Research, Reporting, Appraising, Preparing to Communicate and Preparing to Connect** over medical evidence.

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**Christopher Forney:**

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**Cheryl Reese:**

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