

# Identifying critical risks for payer decision-making



## CLIENT SITUATION

Seeking a deeper understanding of risks with their current data package, a top-5 pharmaceutical organization was better equipped to evaluate evidence generation options using analysis from the PRMA Healthcheck<sup>®</sup> late module.

## PRMA CONSULTING SOLUTION

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### Vulnerabilities in market access readiness were identified

- The non-comparative clinical trial program with surrogate endpoints would not be viewed favorably by payers, as competitors had comparative trials with final outcomes data.
- It would be difficult to position the product in earlier lines, where comparator data may be stronger.
- The combination treatment would lead to greater scrutiny of the limited clinical data, making the economic case very difficult to demonstrate.

### Recommended actions to mitigate vulnerabilities

- Consider including a Phase 3 trial focusing on payer-relevant endpoints in the clinical development plan, to establish the comparative clinical benefit of the treatment in the specific patient population(s) of interest.
- Consider positioning the treatment as end-of-line, or for specific subgroups of patients (if data are supportive), where payers may be more willing to accept unmet need and lack of alternatives.

### Successful outcomes that had a meaningful impact on market access

- Improved understanding of the risks with the current data package led to the inclusion of new Phase 3 study in the ex-US data package.



*Speechless! The results from the PRMA Healthcheck® late module are truly impressive, and exceed our expectations. This consummate piece of work provides a comprehensive analysis for our current position and an elevated vision for our future plan.*

*Global Market Access Partner, top-5 pharmaceutical company*

### Drive readiness for payer submissions for your Phase 2 and 3 products

The PRMA Healthcheck® late module is a digital application that uses actual payer templates to evaluate commercial and access risks and opportunities. It streamlines processes and aligns global and local market perspectives.

See what top-10 pharmaceutical and biotechnology companies are saying about the PRMA Healthcheck® late module: [prmaconsulting.com/prmahealthchecklate/studies](https://prmaconsulting.com/prmahealthchecklate/studies)

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