

prmaconsulting®

pricing, reimbursement
& market access

Expert advisory group on complex pricing



Discover how the PRMA Consulting expert advisory group can help with your complex pricing challenges.

Manufacturers and payers are increasingly facing challenges in setting prices for treatments with uncertain outcomes or costs, different relative efficacy in different combinations or indications, and high up-front costs but long-term benefits.

Innovative pricing schemes can provide solutions to these challenges, ensuring that patients have access to therapies on terms that are sustainable and acceptable for payers, while maintaining incentives for manufacturers to develop further treatments where value is greatest.

The attitudes of payers and policy makers towards innovative pricing vary across countries. There are also practical challenges for implementation of complex pricing schemes, which can be highly country specific. Manufacturers seeking to execute on this rapidly and effectively will need to come to payers with well-developed solutions, adapted to a range of country requirements and aligned with the changing landscape.

PRMA Consulting has a pool of cross-country and cross-functional experts to advise us and our clients in this area. Our expert advisory group meets regularly to discuss topics that we identify or that are raised by our clients. This means that, as a client, you have a valuable opportunity at regular intervals to engage with and elicit feedback from experts on specific issues you face in complex pricing.

- ✔ PRMA Consulting gives you access to the most appropriate advisors from a broad pool, on a meeting-by-meeting basis, enabling you to gain the professional insights required.
- ✔ Experts come from a range of countries and bring knowledge from different roles within healthcare systems, providing you with the opportunity to identify and comprehensively discuss key issues and develop and test solutions.
- ✔ PRMA Consulting reduces your budget and administration headaches. The advisors will all be contracted to us for the advisory group. We will efficiently manage, facilitate, and moderate all sessions, with the assurance that all meetings are run in line with ABPI compliance guidelines.

From the outset, we will partner with you to ensure you achieve the best possible results. We will assist you in the developing the most pertinent questions and structuring the content and detailed agenda to obtain comprehensive and insightful feedback from the advisory group. We are flexible and won't just assume that we know what's best, or try to force an off-the-peg solution on you that doesn't specifically address your needs; we tailor our solutions to your specific challenges. We also understand that sometimes the focus can change mid-project; we'll change with you.

If you would like to discuss how a PRMA Consulting's expert advisory group on complex pricing could benefit your strategy, I would be happy to have a confidential conversation with you or your colleagues.



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