

Anticipate evidence needs early on and accelerate development of focused evidence generation activities.



CLIENT SITUATION

To support the successful launch of a new immunotherapy for a fast-evolving indication, this noted pharmaceutical company required an in-depth understanding of the latest payer thinking across rapidly advancing global markets.

PRMA CONSULTING SOLUTION

Providing analysis from sixteen agencies across Europe, Australia, and Canada, the PRMA Tracker® digital application informed HTA strategy and enabled adaption to evolving payer expectations.

It alerted the client when pricing and reimbursement decisions were published, and included evaluation of over forty HTA decisions.

The interactive digital application monitored the competitive landscape to provide a:

- Cumulative summary of pricing and reimbursement activity
- Critical analysis of HTAs and insights into the dynamic HTA landscape for the indication, as well as implications for the client's product
- Prioritization of actionable recommendations for the client's product, in regular discussion with the PRMA Consulting expert team

CLIENT VALUE

Savings in time and costs

By anticipating evidence needs early on, and providing expert insights, development of focused evidence generation activities was accelerated.

Up-to-date dynamic payer thinking to inform strategy

Timely updates on just published regulatory, reimbursement/HTA, and pricing decisions were augmented by in-depth analysis of the submitted evidence and payer feedback.

Easily digestible price and HTA decision information

Dashboards and interactive graphs across comparator products and HTA agencies provided a cumulative timeline of HTA decisions and visual representations of current price and change in price over time.

Improved collaboration and efficiency

With market access landscape assessment material managed in one secure portal, cross-team collaboration was simplified. Clinical and economic data packages from competitors, HTA and pricing and reimbursement decisions, and critical analysis across all markets could be accessed from one repository, enabling improved alignment in the development of effective HTA strategies.

Reduced risk

Potential exposure to of unforeseen HTA objections was highlighted which encouraged mitigating strategies to be developed.

Enhanced decision-making

Applicable pricing and reimbursement and HTA decision information was evaluated regularly with our expert team, and augmented with our critical analysis, interpretation, and recommendations.