

Understanding the impact of the ESMO value framework and its revisions to existing and pipeline oncology assets

CASE STUDY



CLIENT SITUATION

- The client wanted to understand how recent changes to the ESMO-MCBS (incorporating features important for oncology treatments) would affect the perceived value of their products and how these perceptions aligned with HTA outcomes.
- They also wanted to establish how value frameworks influence real-world decision-making.

OUR APPROACH

- ✓ A range of assets were scored to provide a quantitative and qualitative assessment of the impact of the changes to the ESMO-MCBS framework.
- ✓ Published information on HTA outcomes (in France, Germany, and the UK) was reviewed to identify alignment in the perception of value using these different approaches.
- ✓ Published literature on the use of value frameworks, particularly ESMO-MCBS, at various levels of decision-making, was reviewed to understand the influence on decisions relating to oncology medicines.

CLIENT VALUE

- Gained insights into the strengths and weaknesses of the treatments from the perspective of the ESMO-MCBS and how to leverage or address these when communicating the value of the treatments.
- A landscape assessment provided valuable insights into the use of the framework in a number of aspects of decision-making and in academic publications.
- Identified opportunities to demonstrate product value through the framework and provided evidence to support discussions with key stakeholders at a number of levels.