



CLIENT SITUATION

- The client had just completed the Phase 3 pivotal trial for a high-profile asset and was moving forward to regulatory filing and HTA.
- They wanted to understand how various value frameworks would score the new treatment, in comparison with competitor products, and how this could be leveraged in the value proposition.

OUR APPROACH

- ✓ We scored the new treatment and 15 comparators, from the immediate and subsequent line of therapy, in ASCO, NCCN, and ESMO value frameworks.
- ✓ We reviewed published information on the comparator set from MSKCC DrugAbacus and provided insights on the comparable strengths and weakness of the new treatment within the ICER framework.
- ✓ We identified key differences between the rankings of the different value frameworks and highlighted important areas of uncertainty in scoring.

CLIENT VALUE

- Understood the variation in the new treatment's position versus the comparator set across the different value frameworks.
- Gained insights into the strengths and weaknesses of the treatment from the perspective of each value framework and how to leverage or address these within the value frameworks.
- Gained insights into the key drivers of value framework scores, and the potential inconsistencies within and across the framework methodologies.