

prma healthcheck<sup>®</sup>

LINKING GLOBAL THINKING  
WITH AFFILIATE NEEDS

# Improving pharmaceutical portfolio management and decision-making for pre-clinical early assets.



Learn how a top-10 company refined its portfolio management strategy for pre-clinical assets. Capitalizing on the latest digital technology in the pharmaceutical industry, it successfully restructured market access frameworks and prioritized investment decisions.

## CLIENT SITUATION

The client had 10+ early assets across several therapeutic areas and phases of development, many of which were being developed for multiple indications. They sought to:

- create a structured approach to assessing market access risk at early stages
- promote an organization-wide process for identification of evidence gaps across indications and payer archetypes
- improve portfolio decision-making and prioritize investment decisions.

Impressed with the results they achieved with the PRMA Healthcheck® for Phase 3 products, the client commissioned PRMA Consulting to deliver a project specific to their early-phase assets and processes.

## PRMA CONSULTING SOLUTION

The PRMA Healthcheck® was proposed, a digital application that helps users to identify and assess product value at the earliest stages of development.

Using the application, the market access teams were able to ask the key questions that they needed for clinical development. An evidence generation roadmap was then implemented that ensured these questions were addressed at the appropriate time.

The application was customized so that it closely reflected the client's business processes and timelines.

The PRMA Healthcheck® provided a market access framework for the early pipeline that could be easily adopted across the organization.

## CLIENT VALUE

The client used the PRMA Healthcheck® as a portfolio management solution for effective decision-making in early asset development.

The bespoke application provided the client with:

- a clear market access framework for planning, resourcing, evidence generation, and investment decision-making from pre-clinical development onwards
- a collaboration tool that connected teams at an early stage to assess risk by indication and payer archetype
- a single repository of learnings, which provided an institutional memory to inform planning and development.



The PRMA Healthcheck® has been very valuable in improving consistency and infrastructure across Global Market Access Directors and increasing early collaboration with country affiliates.

*Director, Global Market Access and Pricing, top-10 pharmaceutical company*



Your user-friendly application has been helpful in providing a structured and harmonized approach for unearthing the market access potential of our early pipeline products. I am excited to see how we will use this to support our future decision-making.

*Global Payer Lead, top-10 pharmaceutical company.*

Embracing the challenges and opportunities of digital transformation is a vital way to drive your business forward. To learn more about digital strategy in pharmaceutical market access and discover how you can achieve your goals with the suite of PRMA Digital Applications, please get in touch.

