

Accelerating decision-making for international market access

SUMMARY

Rapid insight was provided into the factors that affect the speed of HTA, pricing, and reimbursement decisions across 15 EU markets. This improved the market access strategies for 10 non-insulin anti-diabetic (NIAD) drugs.

CLIENT SITUATION

A top-10 pharmaceutical client required fast-turnaround research to analyze the time to market for NIAD drugs and understand factors that contributed to delayed or accelerated HTA/P&R decisions in 15 European markets.

PRMA CONSULTING SOLUTION

- Ten NIAD drugs approved by the EMA were selected, and publicly available HTA/P&R reports from each market were reviewed.
- The expected and actual timelines from market access through to launch were compared for each product in each market.
- The HTA/P&R decision rationale was analyzed and case studies developed for the drugs with the longest and shortest timelines.

CLIENT VALUE

- Research results were provided within 2 weeks, ensuring no delay to internal timelines for market access decisions.
- Our in-depth review was summarized as key factors for the client to consider, in order to influence the speed of market access.
- Scenario plans were developed to give better visibility of the length and nature of delays in each market, and to assist in realistic risk mitigation.



The quality and breadth of your work is very impressive, particularly considering the timeframes you had to work with. Thank you for delivering everything so smoothly, on time, and on budget."

Director, Market Access and HEOR, top-10 pharmaceutical company

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