



# Achieving a positive HTA outcome with insight from payer and clinician advisory boards



## SUMMARY

Through direct collaboration with expert payers and clinicians, a major pharmaceutical company gained unique, targeted insights on market access challenges and policy stance for their new urology treatment. The early visibility enabled the evidence to be clearly presented, which resulted in a positive HTA outcome with no restrictions.

## CLIENT SITUATION

- A major pharmaceutical company were developing a novel urology product that would change the treatment pathway for the urology condition.
- To prepare for the HTA submission the client required well-developed insight from clinicians and payers to ensure that the evidence addressed the unmet need in the country.
- The client sought guidance on presenting the evidence in the most convincing and cohesive way.

## PRMA CONSULTING SOLUTION

- The PRMA Innovative Payment Panel gave the client rapid access to multidisciplinary experts.
- The client gained unique, targeted insights on challenges and policy stance within the country.
- Agreement on the positioning of the new treatment within current clinical practice in the country was agreed.
- Relevant comparators, both current and future, were identified; and the eligible patient population defined.
- Alternative submission strategies were evaluated.
- Gaps in the current evidence base and effective means of presenting data were identified.
- Relevant supporting data and data sources were determined and subsequently included in the submission.

## CLIENT VALUE

- Through direct collaboration with expert payers and clinicians, the client was able to identify the most appropriate submission strategy for their urology product, based on current and probable future clinical practice in the country.
- Early visibility of the implementation challenges and opportunities meant that the submission was closely aligned with current clinical thinking and it clearly articulated the appropriate target patient population.
- The HTA outcome was positive with no restrictions.



*Thank you for the insightful payment panel. The mix of advisors was excellent: high quality, experienced, and engaged. The outcomes were crystal clear."*

*Global Development Manager, top-20 pharmaceutical company*

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