

An emerging biomarker in a hemato-oncology indication



CLIENT SITUATION

A global pharmaceutical company wanted an up-to-date understanding of clinical and regulatory progress in relation to an emerging biomarker in a hemato-oncology indication, and to gain insight into the P&R implications.

PRMA CONSULTING SOLUTION

The clinical and P&R implications of the biomarker were assessed

- The latest clinical and regulatory perspectives were identified through a targeted literature review.
- Key opinion leaders in hematology from the US and EU5 were interviewed to provide insight into the opportunities and challenges associated with the biomarker.
- Informed by analogous products, three scenarios were developed for the inclusion of this biomarker in the clinical evidence supporting P&R; these scenarios were discussed with payers from the US and EU5 to provide country-specific insight into the P&R implications of using the biomarker.

Global development and launch programs were supported by actionable insight and recommendations

- Our findings and recommendations were presented to a cross-sectional team from the client company, including those working on early- and late-stage products.
- The findings informed global-level discussions on development and launch programs in this indication.



Thank you for turning around the project in the short time lines. The data has been incredibly well received and the impact for the project has been great.

Director, HEOR

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