

# Assessing evidence generation strategies for an asset with a novel biomarker in a rapidly evolving landscape



## CLIENT SITUATION

To accelerate organizational action for a new biomarker strategy, a top-10 pharmaceutical addressed challenges, re-invigorated clinical community engagement, and bolstered payer discussions using insight from the PRMA Healthcheck®.

## PRMA CONSULTING SOLUTION

### Vulnerabilities in market access readiness were identified

- A new biomarker was needed to determine treatment eligibility in an established disease area.
- Prevalence and natural history data were lacking for the biomarker-specific population.
- Limited use of the biomarker in clinical practice was a challenge.

### Recommended actions to mitigate vulnerabilities

- Collect robust data on the prevalence of biomarkers in this disease area.
- Engage with the clinical community to support validation and communication of the clinical and biological rationale for biomarker-selection, to aid payer discussions.
- Understand issues around implementation of biomarker testing in clinical practice.

### Successful outcomes that had a meaningful impact on market access

- Collaboration was enhanced with well-informed discussions of biomarker strategy.
- The project provided sophisticated understanding of the issues for implementation of biomarker testing in clinical practice.
- Stakeholders drove action, proactively developing innovative solutions to gain buy-in from payers.



*The PRMA Healthcheck® provided greater visibility of persistent challenges and drove sophisticated understanding of payer requirements.*

*Executive Director, Global HEOR, top-10 pharmaceutical company*

### Drive readiness for payer submissions for your Phase 2 and 3 products

The PRMA Healthcheck® is a digital application that uses actual payer templates to evaluate commercial and access risks and opportunities. It streamlines processes and aligns global and local market perspectives.

See what top-10 pharmaceutical and biotechnology companies are saying about the PRMA Healthcheck®: [prmaconsulting.com/prmahealthcheck](https://prmaconsulting.com/prmahealthcheck)

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