

prmaconsulting®

pricing, reimbursement
& market access

Status Analysis

Blocking competitor intrusion in competitive pharmaceutical markets



SUMMARY

Affiliates across Europe were engaged in the creation and implementation of regionally specific, interactive payer toolkits for strategic market access.

CLIENT SITUATION

- A top-10 pharmaceutical company was developing a treatment for a severe psychiatric disorder.
- The client's product was being challenged in many European markets by aggressive competitor launches.
- The client needed to create an intrusion strategy and proactively prevent barriers to formulary inclusion for their product.

PRMA CONSULTING SOLUTION

- Working in close liaison with the affiliate stakeholders, we created an interactive payer toolkit that:
 - clearly communicated the key value concepts of the product
 - required little to no adaptation at the local level before being used with customers.
- This was informed by a comprehensive targeted literature review.
- The information identified was translated into evidence-based key messages, supported by a value toolkit, and aligned with the key marketing messages.
- A simple economic rationale for formulary inclusion was developed, based on other published economic evaluations.

CLIENT VALUE

- The project improved engagement across affiliates.
- The interactive value toolkit was provided in a number of formats to suit different markets.
- A simple, value-based rationale for formulary inclusion was developed that could be articulated by sales teams.
- Training and roll-out were provided across several European countries in a format appropriate to each market.



Thank you for this exceptional work. Your ability to work broadly and create integrated, smart, strategic insights and recommendations has been remarkably beneficial."

Senior Market Access Manager, top-10 pharmaceutical company