

# Combinations: P&R considerations



## CLIENT SITUATION

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With a multitude of potentially high-cost combinations currently in development, manufacturers of these combinations need to ensure that they have properly thought out the likely scenarios and outcomes from a pricing and market access perspective.

## CASE STUDY: MARKET ACCESS & PRICING ASSESSMENT OF COMBINATION THERAPY

### CLIENT

- ✓ With an existing indication in a relapsed/refractory hematologic indication, the client was considering whether to launch in combination with a PD-L1 inhibitor in the front-line setting.
- ✓ The client wanted to identify the most likely pricing and access opportunities and market access hurdles for their asset, and understand the implications of combining with an agent owned by another manufacturer.

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### OUR APPROACH

- ✓ Recent HTAs and P&R assessments of oncology combinations in France, Germany, and the UK were analyzed to understand the existing market access pathway for oncology combinations.
- ✓ The likely pricing evolution of PD-L1 inhibitors at the expected launch of the front-line combination was projected based on current prices, and the sequencing of launches of follow-on indications, which were assumed to result in price reductions.
- ✓ The pricing potential for the client's asset depending on the clinical benefit demonstrated in Phase 3 trials was estimated for three scope countries.

### CLIENT VALUE

- Gained insight into P&R opportunity to inform commercial strategy.
- Able to make an informed decision about the investment into developing PD-L1 inhibitor combinations.

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EMAIL: [INFO@PRMACONSULTING.COM](mailto:INFO@PRMACONSULTING.COM) OR CALL +44 (0)1252 786284