

# Creating compelling real-world evidence that supports favorable HTA



## SUMMARY

A comprehensive web-based survey of 1,590 clinicians provided insight into current practice for patients with statin intolerance in 27 countries.

## CLIENT SITUATION

A top-20 pharmaceutical client already understood that successful market access for their asset would depend on stringent definition of a subgroup of patients. In the absence of specific clinical guidelines, global research was necessary to robustly define the population, in order to support reimbursement negotiations.

## PRMA CONSULTING SOLUTION

A web-based survey of 1,590 clinicians across 27 countries was conducted to obtain quantitative data on current practice for the proposed patient subgroup.

- The detailed survey identified:
  - usual diagnostic and treatment practice
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    - the importance clinicians attached to particular diagnostic strategies
    - the influence of individual patient characteristics on decision-making.
- The results were validated by clinical experts at a subsequent advisory board meeting.

## CLIENT VALUE

- The data produced by the research were powerful and compelling enough to drive change.
- The client had confidence in proposing a new subgroup of patients as a result of clinician support for the current unmet need.
- The scientifically rigorous approach, approved by a duly constituted ethics committee, resulted in robust data that were accepted by peer-reviewed journals and therefore useful for HTA.
- Country-specific analyses were shared with affiliates to reference in HTA submissions.
- The research resulted in several publications: 10 posters and three manuscripts.



*Our cross-functional teams found the information incredibly insightful. I want to thank everyone for delivering this superior work with such short notice.”*

*Director, Global Health Economics, top-20 pharmaceutical company*

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Visit our website >>

+44 (0)1252 786284  
[info@prmaconsulting.com](mailto:info@prmaconsulting.com)

