

Critically evaluating pricing and access risks and opportunities for an asset under different clinical development scenarios



CLIENT SITUATION

Redefining their development plan, a top-5 pharmaceutical company obtained valuable insight when using the PRMA Healthcheck® to critically evaluate likely value assessments and pricing opportunities for an asset in different scenarios.

PRMA CONSULTING SOLUTION

Vulnerabilities in market access readiness were identified

- The current clinical evidence package was based on a Phase 2 single-arm trial.
- Well-established comparators existed that were supported by comparative data.
- Payers were not likely to consider the data for the client's asset as clinically meaningful.

Recommended actions to mitigate vulnerabilities

A critical analysis was required of the likely value assessments and pricing opportunities for the following scenarios:

- launch with Phase 2 single-arm trial
- conditional reimbursement approval based on a Phase 2 single-arm trial, anticipating Phase 3 data
- delaying reimbursement submission to include Phase 3 data.

Successful outcomes that had a meaningful impact on market access

- Including a new Phase 3 trial in the evidence package strengthened the market access opportunity.



The PRMA Healthcheck® project confirmed that a Phase 2–Phase 3 approach is necessary. The readouts have been very well-received, and the leadership team has amended planning to account for a Phase 3 trial.

Global Market Access and Pricing Director, top-5 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.

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