

# Developing a market access and HEOR roadmap in a rapidly evolving landscape



## SUMMARY

Expert research on the small molecule market informed practical recommendations to support product value in payer-relevant terms.

## CLIENT SITUATION

An emerging biotech with no market access experience was developing a PD-1 inhibitor for two different solid-tumor indications, both in rapidly evolving therapeutic landscapes.

## PRMA CONSULTING SOLUTION

- The current and emerging treatment landscape for each tumor type was critically assessed.
- The market access environment for PD-1 inhibitors was characterized, taking into account expected future developments.
- A market access and HEOR road map was developed, setting out evidence generation strategies and actionable market access solutions.

## CLIENT VALUE

- Expert research resulted in detailed, practical recommendations to support product value in payer-relevant terms.
- Actionable insights were developed to inform trial design: choice of comparators, target patient populations, subgroups, and endpoints.
- A range of market access positioning scenarios were considered, highlighting the key evidence gaps and vulnerabilities in each.
- Evidence generation activities were recommended and prioritized.



*We really enjoyed working with you on this project. Your support and recommendations have been invaluable.”*

*President, emerging biotech.*

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