

Developing an economic model to optimize market access opportunities



SUMMARY

A clear plan of action, including recommendations for data inputs and analysis of potential challenges from HTA agencies, enabled a biopharma client to apply a pediatric focus to cost modeling in diabetes.

CLIENT SITUATION

- A top-20 global biopharmaceutical company was developing a novel drug for the treatment of type-1 diabetes, targeted at children and adolescents.
- An economic model was required for market access activities.
- The client wanted to explore best practice and define how to optimize their model for reimbursement.

PRMA CONSULTING SOLUTION

- Relevant clinical trials, global guidelines, and priority outcomes for the patient group were reviewed.
- Published economic models for type-1 diabetes were reviewed to identify:
 - model type, structure, and method of analysis
 - risk factors and risk equations
 - outcomes and factors related to target population.
- Based on strategic evolution of established modeling, an approach was proposed that highlighted the unique elements of the client's product.
- Potential challenges in the development of the model were analyzed.

CLIENT VALUE

- The research provided a clear plan of action for the development of an economic model that would optimize opportunities for the client's product.
- Recommendations were provided for data inputs and how to handle the likely challenges from HTA agencies.



*This was a great project and
your advice was heaven sent,
thank you*

Commercial Lead, top-20 global biopharmaceutical company

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