

Estimating the eligible patient population for a targeted oncology therapy



CLIENT SITUATION

A top-20 global biopharmaceutical company wanted to estimate the number of patients eligible for a targeted oncology therapy in 12 countries.

PRMA CONSULTING SOLUTION

Flexible model, allowing a range of scenarios and subpopulations to be considered

- Epidemiologic and demographic data were identified through a targeted literature search.
- The model incorporated base-case and secondary scenarios, with estimates spanning the first 5 years after product launch. The functionality allowed the patient population to be distinguished by disease substage and line of treatment.
- The model was tested internally for consistency, and the range of model results was validated with clinicians.

Essential evidence to support HTA submissions

- The model provided key input for the budget impact analysis in each country.
- Understanding of the data gaps allowed the client to seek real-world evidence that would support the value proposition.
- The population estimates informed development of the GVD.



I want to thank you for the very thorough, high quality and tremendously useful piece of work you have completed. This is what I call value for money. Thank you.

Global Reimbursement Director, Early Oncology

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