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pricing, reimbursement
& market access

Status Analysis

Getting the most out of landscape assessments and market access strategies for CDx-drug pairings



CLIENT SITUATION

A top-20 global biopharmaceutical company was developing two unrelated assets requiring companion diagnostics (CDx) and was seeking insight into the eligible populations and access barriers in different markets.

PRMA CONSULTING SOLUTION

Targeted research provided insight into the HTA issues to consider

- Building on previous extensive research on CDx-drug pairs, we reviewed and summarized country-specific regulatory and P&R processes and data requirements for CDx market access.
- A range of CDx-drug pairs relevant to the client's products were carefully selected. Case studies were developed to investigate HTA issues, the role of clinical guidelines, CDx pricing, and CDx adoption processes.
- Evidence requirements to support market access for both the drugs and the CDx were identified.

Critical insights supported the client's market access strategy

- From this, the client had a concise description of the processes and challenges in developing CDx-drug pairs, including critical insight from key internal stakeholders in each scope market. This allowed them to:
 - optimize and rationalize budget allocation
 - change project prioritization
 - develop recommendations and key questions for affiliate teams.
- A robust framework was developed that could be applied to future CDx-drug pairs.
- The client gained a clear understanding of how CDx could support their assets.



*Our cross-functional team found the evaluation very useful.
I want to thank everyone for delivering this.*

Director, Global Health Economics

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