

Maximize the pricing and market access potential of your early pipeline



CLIENT SITUATION

A top-10 pharmaceutical company sought to make informed decisions for an early pipeline product with little data available. To guide early decision-making, it chose the PRMA Healthcheck® early module to provide a consistent approach to comparative assessment of market access risks and opportunities.

PRMA CONSULTING SOLUTION

Using the PRMA Healthcheck®, the client was able to:

- define an integrated market access vision for how the HEOR and market access functions assessed early pipeline assets, using its own customizable inputs
- benefit from a structured framework for indication prioritization and sequencing through a global payer lens
- effectively manage large workloads in a centralized system, scalable to the organization's requirements.

CLIENT VALUE

Understand and anticipate the requirements of multiple payer archetypes

The domain assessment and risk-rating functions within the PRMA Healthcheck® allowed the client to ask the right questions at the right time. It achieved a consistent and timely approach to comparative assessment of HEOR and market access risks and opportunities for early assets.



Your user-friendly application has been helpful in providing a structured and harmonized approach for unearthing the market access potential of our early pipeline products. I am excited to see how we will use this to support our future decision-making.

Global Payer Lead, top-10 pharmaceutical company

Identify the strengths and vulnerabilities in evidence generation plans and their implications

Effective planning, resourcing, and budgeting was supported by a robust, standardized assessment at each decision milestone, visualized in heatmaps, along with a customizable early pipeline roadmap of evidence generation activities.

Clear communication with internal stakeholders

The PRMA Healthcheck® encouraged cross-functional collaboration and integrated thinking across the organization. Key team members used the application to engage in effective dialogue between global, regional, and local affiliates, while easily disseminating knowledge through the institutional memory and decision-making history.



The PRMA Healthcheck® has been very valuable in improving consistency and infrastructure across Global Market Access Directors and increasing early collaboration with country affiliates.

Director, Global Market Access and Pricing, top-10 pharmaceutical company

FIND OUT MORE

Our user-friendly digital applications and expert team have supported organizations around the world. We are always happy to have an informal, confidential chat and help you re-think your market access challenges.

Visit our website >>