

Optimizing global market access for a CAR-T using a strategic roadmap



CLIENT SITUATION

A major pharmaceutical company was developing a CAR-T treatment for several hematological malignancies. They used the PRMA Healthcheck® digital application to develop a roadmap to navigate complex market access challenges.

PRMA CONSULTING SOLUTION

Specific challenges for CAR-T treatments were identified

- CAR-T treatments are potentially curative, one-off treatment options but come with a high price tag.
- Funding pathways for CAR-T treatments had not yet been established.
- The treatment landscape in the launch indication was crowded and continually evolving.

Robust assessments and recommendations

- The clinical evidence package was critically evaluated using the PRMA Healthcheck®, across seven major markets.
- Potential commercialization issues were assessed.
- Actions were recommended to mitigate vulnerabilities and develop a global market access roadmap, validated by affiliates.

Actionable vision for the future

- The client was able to align activities with multiple internal teams, using the PRMA Healthcheck®.
- This provided a strong basis for discussions with affiliates to agree on priorities and timings.
- A clear understanding was gained of the current and evolving CAR-T landscape, the potential evidence gaps and challenges, and ways to mitigate these.



The PRMA Healthcheck® has enabled us to evaluate commercial risk and opportunity throughout the development pathway. We will be extending adoption of the application within our organization as soon as possible.

Executive Director, Integrated Market Access Team

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