

# Recommendations for an ophthalmology launch plan in the EU5



## SUMMARY

Launch plans for a first-in-class ophthalmology medical device were supported by country-specific guidance on critical success factors for market access, including an expert landscape assessment, a full value proposition, key messages, and associated stakeholder materials.

## CLIENT SITUATION

- A global pharmaceutical company had recently acquired an ophthalmology device.
- The client needed a rapid evaluation of the pricing and reimbursement opportunities in Europe for a newly acquired device in order to guide market access plans.
- They particularly needed to understand the market access and reimbursement pathway, and how this first-in-class device would fit into the therapeutic pathway.

## PRMA CONSULTING SOLUTION

- Ten specialist ophthalmologists from the EU5 countries were interviewed to understand:
  - the current use of devices in this indication
  - the perceived value of the new device from clinical, patient, and local budget-holder perspectives
  - national and local reimbursement pathways and value drivers for each market
- These insights were further supported by secondary research to underpin the advice provided by the specialists.

## CLIENT VALUE

- Our research provided country-specific guidance on the critical success factors for market access.
- A full value proposition, key messages, and associated stakeholder materials were developed.



*Thank you for all your work and expertise in putting these policy recommendations together. I am glad we were able to obtain approval so swiftly. This is due to the quality of the comments put together with PRMA Consulting's support. We greatly appreciate your commitment to this project."*

*Global Development Manager, top-10 pharmaceutical company*

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