

# Strategic and tactical support achieves HTA success



## CLIENT SITUATION

A major pharmaceutical manufacturer had a novel product that would change the treatment pathway for a urological condition. They needed strategic support to help ensure a successful SMC appraisal.

## PRMA CONSULTING SOLUTION

---

### The submission strategy was informed by insight from clinicians and economists

- Insight from clinicians and economists was rapidly gained through an advisory board, organized and facilitated by PRMA Consulting.
- The positioning of the new treatment within current clinical practice in Scotland was agreed; relevant comparators, both current and future, were identified; and the eligible patient population was defined.
- Alternative submission strategies were discussed and the relative merits of each strategy defined, based on current and likely future clinical practice, gaps in the current evidence base, available data sources, and a clearly articulated target population.

### The client's value proposition and evidence package were optimized, supporting successful HTA outcomes

- A positive HTA decision was achieved, with no restrictions, and the product was made available to patients.
- The approach was also adapted to support the wider market access strategy for the product.



*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*

Visit our website >>

+44 (0)1252 786284  
[info@prmaconsulting.com](mailto:info@prmaconsulting.com)

