

Strategic projects to inform commercialization decisions in RSV



CLIENT SITUATION

A leading pharmaceutical acquired a novel treatment for respiratory syncytial virus (RSV) infection, which acts on viral polymerase to halt viral replication. No effective treatments for RSV were available, but several compounds were assessed in early trials.

PRMA CONSULTING SOLUTION

A disease dossier was developed

- This was based on a targeted review of the evidence, setting out the main gaps in the evidence base and early value messages relating to the unmet need and key market issues.

An early economic model was refined for individual countries

- This allowed the team to consider the treatment pathway, explore key cost drivers and areas of uncertainty, and identify potential cost-offsets, thereby enabling informed decisions about commercialization.

A utility strategy was developed

- This generated robust utility values based on a review of studies reporting utility values in RSV infection and three analogous conditions. We then conducted a utility study to generate these values through a time trade-off exercise with 100 individuals.

CLIENT VALUE

- Informed commercialization decisions.
- Early identification of evidence gaps, enabling a proactive and timely approach to evidence generation within and alongside clinical trials.
- Generation of robust utility values for RSV; through the early economic models, the client identified the infant population as having the highest potential of commercial success.



Great job that has been well prepared and led.

Executive Director Market Access, top-10 pharmaceutical company

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