

Co-creation of a value assessment framework for early assets in the Asia-Pacific region



SUMMARY

To address product and policy challenges, creation of a regional framework with global and local market collaboration helped ensure evidence generation plans were robustly informed.

CLIENT SITUATION

The client wanted to build upon existing processes to develop a structured and consistent way of driving cross-functional alignment. Ultimately the client wanted to ensure integrated evidence generation plans were robustly informed and sure to address the product and policy challenges in the pipeline.

PRMA CONSULTING SOLUTION

Discovery workshops with the client's global and market teams

Workshops were held at all stages of development. These provided reflection and alignment on:

- situation analysis
- gap analysis
- evidence generation plan.

Value assessment framework (VAF)

The VAF ensured a consistent, focused assessment of the different components and factors that may influence market access, pricing, and commercialization.

Market-specific evidence gaps and access challenges can be identified through the VAF (including comparing the TPP with the value proposition), allowing identification of the evidence generation activities needed to mitigate these risks and exploit opportunities to support optimal market access.

Pilot assessments of an asset in a relapsed/refractory cancer

PRMA Consulting and the client worked closely together on a pilot assessment using the real-life scenario of an asset entering a highly crowded market space, with 7 key competitors with multiple labels.

Use of the VAF drove recognition of the key evidence generation activities required to ensure reimbursement at market launch.

CLIENT VALUE

Early and seamless collaboration BD/R&D (global & markets)

- Optimization of trial design to generate competitively superior data.
- Creation of payer-relevant integrated evidence generation plans.
- Clarification of roles and responsibilities.

Regional framework creation

- Consistent assessment of the factors influencing local market access.
- Deep insights from and consistency across markets.
- Allows markets and the region to have a stronger input into regional and global plans.