

Framework to assess the early commercial and market access potential of an asset



SUMMARY

To assess and prioritize early assets across multiple indications, an intuitive framework was introduced that supported faster and consistent decision-making. This was based on an understanding of health technology assessment and market access requirements across key payer archetypes.

CLIENT SITUATION

The client team needed to assess and prioritize numerous early assets across multiple indications every year.

A systematic, scalable, and consistent approach was needed to document their decision-making.

We provided ad hoc consultancy support for requests related to the client's early pipeline.

PRMA CONSULTING SOLUTION

Phase 1: discovery workshop

A workshop involving the client's internal stakeholders – including market access, HEOR, clinical, regulatory, commercial, and policy – was held to understand the processes and business flows, early pipeline decision points, and main stakeholders at each stage.

Phase 2: draft framework

A framework was developed with themed domains, key questions, and guidance. Domains were weighted according to their importance for the market. Using an interactive Excel tool, traffic-light ratings for each domain (red, amber or green) could be translated into an overall reimbursability index, providing a basis for asset prioritization.

Phase 3: pilot assessments

The framework was tested using one early asset across several indications. Following a landscape assessment, the framework domains were rated, and the price potential for the asset was estimated. Recommendations were developed to address the risks identified, and the indications were prioritized.

Phase 4: assessing 20+ early asset in pipeline for FY20

The final framework was used to assess the client's next 20+ early propositions, providing a reimbursability score and price estimates, and enabling the client to prioritize further development of the assets.

CLIENT VALUE

Cross-functional alignment

The consistent assessment and development of recommendations allowed cross-functional teams to align on evidence generation activities, track progress, and identify evidence gaps at an early stage before committing to later-stage clinical development.

Faster decision-making

Deployment of the user-friendly, intuitive framework across the entire asset pipeline enables the client to ensure decisions are made quickly and consistently, based on an understanding of HTA and market access requirements across key payer archetypes.