prmaconsulting®   pricing, reimbursement
& market access

Assessment framework of access landscape, reimbursement, and development plan for early pipeline assets

SUMMARY

To inform registrational trial design and payer submissions for four oncology assets, the PRMA Healthcheck® digital application provided a consistent framework, aided identification of key vulnerabilities, and supported development of a comprehensive evidence generation strategy.

CLIENT SITUATION

A client was looking to assess the current and future market access landscape in order to inform registrational trial design and payer submissions for four early pipeline oncology assets, including head and neck and ovarian cancer. The PRMA Healthcheck® provided a standard framework to ensure consistency across these assessments.

PRMA CONSULTING SOLUTION

Phase 1: situation analysis and TPP development

A situational analysis was conducted which considered the current landscape and expected future developments in each disease area. Based on the analysis, three hypothetical TPPs were constructed for each asset.

Phase 2: primary research with clinicians and payers

1:1 interviews with representative clinicians and payers from each scope market were conducted to assess each asset and identify the market access risks and opportunities for each TPP.

Phase 3: gap analyses using PRMA Healthcheck®

One TPP was selected for evaluation using PRMA Healthcheck® framework. Gap analyses were conducted, identifying key vulnerabilities based on country-specific payer evidence requirement and a high-level evidence generation plan was developed.

CLIENT VALUE

- Aspirational TPPs were developed and evaluated for each of the four early pipeline assets.

- Early identification of key vulnerabilities based on how the evidence package of each asset compared with the country-specific payer evidence requirements along with findings from primary research.

- A comprehensive evidence generation strategy and plan was developed for each asset that served as a platform for delivering all four assets.

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