

Partnership with client's Asia-Pacific team on regional activity and evidence roadmaps



SUMMARY

Market access thinking was refined across key markets in the Asia-Pacific region through the implementation of robust activity and evidence roadmaps.

CLIENT SITUATION

PRMA Consulting worked with the client's Asia-Pacific team to develop activity and evidence roadmaps for key markets. We also supported the Japanese affiliate in implementing this approach across several established products and research and development programs.

PRMA CONSULTING SOLUTION

- Initial challenge sessions were held with the cross-functional teams (medical, commercial, market access) to identify commercialization and market access issues for over 15 assets.
- Evidence gaps were analyzed and risks/opportunities assessed for priority assets to inform key business questions and research questions that address the portfolio and product vision.
- Activity and evidence roadmaps were developed and reviewed to mitigate risks and support market access and commercialization, ensuring there was a clear link from evidence risks and gaps to the comprehensive roadmap.
- Continued consultancy support was provided for high-priority assets using the assessment framework and IEGP development process established in the previous projects.

CLIENT VALUE

- Refined process, objectives, guidance, and template documents to support IEGP development and implementation across nearly 20 assets in key disease areas.
- Adaptation of the PRMA Healthcheck® framework and integration into the client's internal process to refine the strategic commercialization and market access thinking.