

Development of payer materials for a schizophrenia treatment



SUMMARY

This robust payer toolkit supported the value of the client's asset over other treatment options and strengthened their market access ambitions.

CLIENT SITUATION

The client had launched an asset for the management of schizophrenia, but several competitors were also present on the market. It was agreed that a payer toolkit would support the value of their asset over other treatment options.

PRMA CONSULTING SOLUTION

We drafted an outline of the payer toolkit based on value messages provided by the client.

In doing so, we identified evidence gaps, which could then be mitigated by assessing the clinical data or directing the client's internal teams to undertake literature searches, using search terms and strategies developed by experts at PRMA Consulting.

Our graphics and design team ensured that the artwork and messaging effectively communicated the data and value messages. Two final versions of the toolkit were developed, one in PowerPoint and one PDF, both interactive and compatible across various devices.



CLIENT VALUE

- The client received a professional and robust payer toolkit, drawing upon the skills and expertise developed at PRMA Consulting over its 15-year existence.
- This experience enabled us to advise the client on potential pitfalls in the evidence for their asset, and suggest mitigating measures to strengthen their market access ambitions.
- Although primarily for use in the UK, the payer toolkit was designed to be easily adaptable for any European market.