

Landscape assessment to inform trial design and payer value positioning using the PRMA Tracker®



SUMMARY

The client gained strategic market access recommendations for their product. These addressed payer challenges and supported the development of trial design and value positioning.

CLIENT SITUATION

The client was conducting Phase 1 trials of a treatment for relapsed or refractory multiple myeloma (RRMM) in a competitive and crowded market. The client required an in-depth understanding of the latest payer thinking in key markets in order to prepare for the next decision milestone.

PRMA CONSULTING SOLUTION

HTA reviews

Using the PRMA Tracker® digital application, HTA decisions for similar treatments to the client's asset were analyzed, based on a review of HTAs for third-line or later treatment of RRMM. Detailed clinical and economic data were extracted, in addition to key criticisms from the HTA agencies.

Assessment of future landscape

The landscape of current and future pivotal trials of CAR-T and non-CAR-T therapies for RRMM was assessed to provide insight into trial design and payer value positioning.

Findings, insights, and strategic recommendations

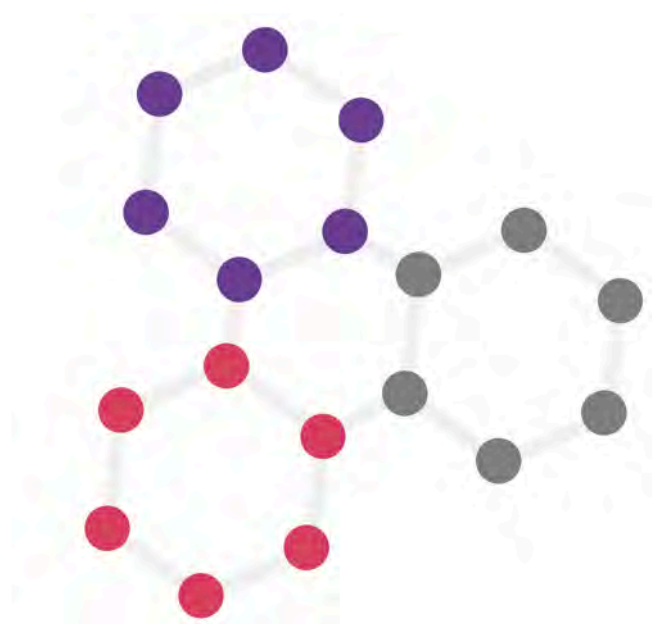
Potential market access implications for the client's products were identified and recommendations were developed to address the challenges.

CLIENT VALUE

- Critical review of the landscape, including relevant comparators, to inform trial design.
- Feedback on the acceptability of clinical endpoints and key value differentiators.
- Strategic recommendations to address key findings and inform decision-making.

Next steps

The client gained valuable insight into the RRMM landscape, including an understanding of the key payer challenges faced by products previously assessed in the disease area, and their market access implications. The client was also provided with tailored strategic recommendations to address the challenges identified throughout the project, which could be used to support the development of trial design and payer value positioning for their product.



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