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pricing, reimbursement
& market access

Evaluating the evidence requirements to support the market access of a novel monitoring device into the NHS

SUMMARY

The client was able to demonstrate value across therapy areas for its device through our identification of the funding framework and evidence requirements, and creation of an effective value proposition and costing model.

CLIENT SITUATION

The client was developing a novel monitoring device to be used in several therapy areas, as a placebo device, or in combination with a therapeutic. The client wanted to understand how the device would be commissioned within the NHS and how best to demonstrate its value.

PRMA CONSULTING SOLUTION

Secondary research

Client materials were reviewed to understand the device and therapy area. Current commissioning processes for clinical commissioning groups (CCGs) and the Quality and Outcomes Framework (QOF) were reviewed as well as all relevant NICE technology assessments, clinical guidelines, costing statements, and quality standard documents.

Primary research

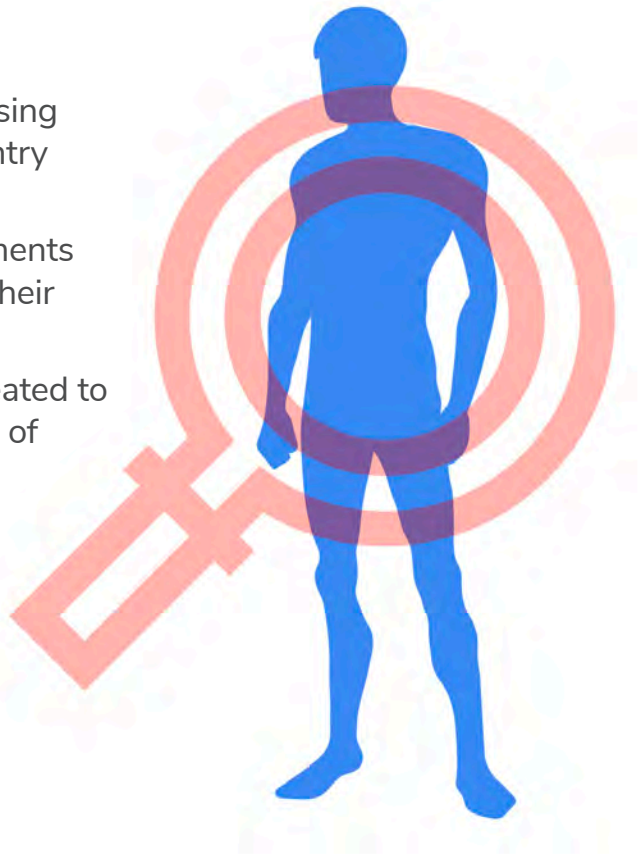
Interviews were conducted with external clinical and budget holder advisors to provide feedback on the likely commissioning model, payment process, and the positioning and value of their clients' device.

Value proposition and BIM

Based on feedback from the advisors, a value proposition was developed to communicate the value of the device. In addition, a budget impact model (BIM) was created in MS Excel®, which detailed the potential cost-offsets in different therapy areas, including dispensing fees for medicines and QOF achievement incentives.

CLIENT VALUE

- The funding framework was identified, focusing on NHS England and the CCGs, to inform entry of the device to the UK market.
- Strategic insights into the evidence requirements to optimize the market access potential for their asset were identified.
- The value proposition for the device was created to enable effective communication of the value of the device to the NHS and a costing model developed to demonstrate this in different therapy areas.



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