

Payer risk assessment and evidence generation planning using the PRMA Healthcheck®



SUMMARY

The client gained evidence-based insights and strategic recommendations to help achieve their market access objectives.

CLIENT SITUATION

The client was developing a Phase 3 asset indicated for the treatment of high-risk non-muscle invasive bladder cancer (NMIBC). In preparation for HTA submission, the client wanted to assess the payer risk and opportunity for their asset based on the available evidence, insights from analogous products, and primary research.

PRMA CONSULTING SOLUTION

PRMA Healthcheck®: Our assessment was based on the PRMA Healthcheck®, a digital application that provides a systematic assessment of market access risks and opportunities based on treatment landscapes, pricing potential, and evolving payer needs.

Primary research: Advisors were recruited from each scope country to form a panel of experts, comprising key opinion leaders in NMIBC and former members of HTA agencies. This research enabled the PRMA Consulting team to gain insight into the payers' and clinicians' perspectives on the disease area, and to test aspects of the trial design for the client's asset. The advisors were also asked to suggest potential analogs.

HTA reviews: After the primary research, three analogs were chosen that best exemplified the challenges likely to be faced by the client's asset. The HTA reports for these analogs in the scope countries were reviewed to determine evidence gaps, identify key vulnerabilities, and develop a list of evidence generation projects.

Insights and evidence generation projects: The HTA extractions and evidence gap analysis provided a summary of potential challenges for the client's asset; the most critical shortcomings were highlighted as key vulnerabilities. A list of evidence generation projects was developed, providing a concise plan of action to support future HTAs.

CLIENT VALUE

- Critical review of the evidence package to support HTA submissions for the client's asset in NMIBC.
- Identification of evidence gaps and key vulnerabilities to be addressed.
- Valuable payer and clinician insights regarding trial design and the NMIBC disease setting.
- Comprehensive list of evidence generation projects to strengthen future HTA submissions, including a Gantt chart scheduling all projects up to launch.

Next steps

The client gained robust, evidence-based insights on potential issues affecting future HTAs of their asset in NMIBC. Reimbursement experts, key opinion leaders, and PRMA Consulting provided constructive recommendations to help the client achieve their objectives, including providing a list of evidence generation projects to mitigate the challenges identified in the PRMA Healthcheck® assessment.

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