

Value assessment and integrated evidence generation planning for mental health assets



SUMMARY

The client gained early visibility of risk and opportunities and was supported in the development of an evidence generation strategy that helped optimize market access.

CLIENT SITUATION

The client needed to develop a regional strategy for the access and commercial launch opportunities for their priority assets, developed as part of their mental health pipeline.

PRMA CONSULTING SOLUTION

Situation analysis

A situation analysis was conducted to understand the market access landscape and value drivers in key Asia-Pacific markets.

Detailed TPP-based gap analysis

A detailed TPP-based gap analysis compared three proposed TPPs for aticaprant and provided valuable insights and feedback to key business questions from the global team.

Conditions necessary for success

The conditions necessary for success were developed and refined after discussions with the affiliate in each market.

Cross-functional workshops

A series of market-specific cross-functional workshops were held to align on the key risks and opportunities, and to ensure insights captured local knowledge and experience.

Detailed gap analysis

A detailed gap analysis compared the evidence base for the client's assets with the evidence requirements in key Asia-Pacific markets, using the PRMA Healthcheck® digital application.

CLIENT VALUE

- Access to the PRMA Healthcheck® application, which allows regional cross-functional stakeholders and affiliates to review the assessment and update it as additional evidence is generated.
- Identification of key risks relating to the evolving competitive landscape, heterogeneity of disease, clinical trial design, and generalizability of data, which may lead to payer objections and challenges.
- Early and seamless cross-functional alignment on the key risks and opportunities, incorporating market input on the conditions necessary for success.
- Development of a comprehensive evidence generation strategy to help mitigate risks and optimize market access.



I really like the conditions of success you identified. We will keep using the PRMA Healthcheck® process to maximize its value.

Client feedback

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