

Disease area review of psoriasis and global value dossier for an immunological asset in dermatology



CLIENT SITUATION

The client asked PRMA Consulting to author a disease area review (DAR) to provide an in-depth understanding of the psoriasis disease area, including a review of the access status of existing treatments.

Over a period of 4 years, we updated and extended the scope of the DAR.

SOLUTION

Secondary research

We performed a targeted literature review of the disease burden and treatment landscape, supplemented by a pricing and HTA review for competitor treatments in moderate-to-severe chronic plaque psoriasis.

Additional work included a systematic literature review of real-world evidence.

Primary research

The results of the literature review were validated and additional insights gained through one-to-one interviews with 22 payers and clinicians.

Strategic insights from these interviews were included throughout the DAR at key points, with detailed findings provided in country-specific appendices.

DAR report

Our findings were developed into a detailed, navigable, Word report with an accompanying PowerPoint summary.

A SWOT analysis highlighted key areas of focus for the client, including detailed recommendations for evidence generation projects.

Ongoing maintenance and updates

We partnered with the client to develop the GVD for their asset in the same indication, based on the DAR. We also updated the DAR annually to reflect the evolving landscape and new data.

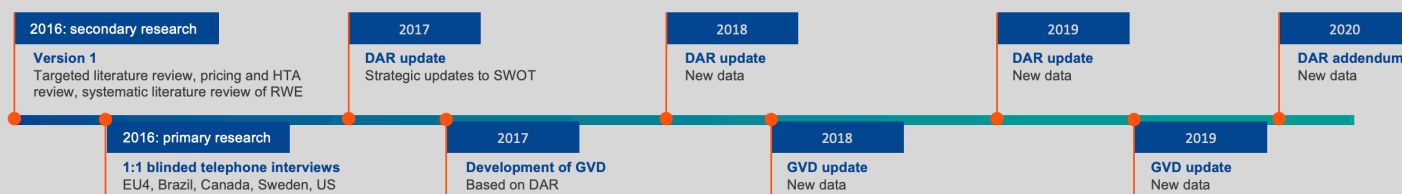
Each update involved a literature search and new data provided by the client.



CLIENT VALUE

Single source of information for all internal stakeholders

The DAR is a relevant, up-to-date source of information and informed the GVD. Each update has been well received and we have provided a consistent service in maintaining the content of the DAR.



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