

# Accelerating the submission process for 16 markets through simultaneous development of HTA dossiers



## SUMMARY

To support the launch of their first asset in 16 European markets, a mid-size pharmaceutical manufacturer used the PRMA Navigator®; this accelerated the process through simultaneous development of health technology assessment (HTA) dossiers.

## CLIENT SITUATION

A mid-size global pharmaceutical company was preparing to launch their first asset in Europe.

The company needed to increase speed to market by efficiently developing high-quality submissions across 16 key HTA agencies. As the company had differing levels of resource in local markets, they required variable degrees of support across markets, including working with local distributors and HTA vendors, and sought a trusted partner to help manage the whole process.

## PRMA CONSULTING SOLUTION

- PRMA Consulting aligned on the global evidence package and pre-approved HTA strategies with the client global team, and worked with local experts in order to group markets based on strategic approach (e.g., local comparator and positioning).
- HTA submission dossiers for 16 markets were partially auto-populated by the PRMA Navigator<sup>®</sup>, a unique digital application that maximizes the use of the client's global value dossier and other supporting materials.
- Draft HTA submissions up to 80% complete were provided after only 2 hours of local vendors' time, freeing up time for strategic thinking and local adaptation. Local vendors could then use the PRMA Navigator<sup>®</sup> to finalize the submission in local language and further accelerate the submission process.
- A tailored approach to finalizing the dossier was adopted based on local resources, to maintain a high quality; in some cases leveraging the end-to-end expertise of PRMA Consulting's local expert partners, while in others, utilizing the client's existing preferred vendors.
- Quality and efficiency were maximized by PRMA Consulting's management of the whole submission process including post-submission support, bringing shared learnings across markets.
- The global client team were involved for key strategic decisions outside of pre-approved scenarios, and for sign-off of an English language executive summary, co-ordinated by PRMA Consulting to reduce the time burden on the client team.
- Global and regional collaboration with local markets was enhanced through an aligned approach and pull-through of global value stories and HTA strategy.

## CLIENT VALUE

The value achieved included efficiencies for local vendors, end-to-end support across multiple submissions for the global team, and quality outputs for local affiliates.

## EFFICIENCIES FOR LOCAL VENDORS



The submission was accelerated by 4–8 weeks using the PRMA Navigator® – that’s very important, especially in our market where the timelines are very strict.

Clients’ local vendor (Bulgaria)



We saved 2 weeks of writing time during the development of the submission by using the PRMA Navigator®.

Clients’ local vendor (Czech Republic)



The PRMA Navigator® keeps all supporting materials in one place and makes submissions a lot easier to handle.

Clients’ local vendor (Czech Republic)

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## END-TO-END SUPPORT ACROSS MULTIPLE SUBMISSIONS FOR THE GLOBAL TEAM



It would have been very difficult to keep track of multiple submissions at the same time without the PRMA Navigator® and PRMA Consulting team.

Head of Global Market Access, pharmaceutical manufacturer

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## QUALITY OUTPUTS FOR LOCAL AFFILIATES



I am delighted to let you know that the SMC has recommended the asset and we are very pleased. Thank you for your expert input, your hard work, and for recommending the PRMA Navigator®.

Market Access Director, pharmaceutical manufacturer

