



# Value assessment and integrated evidence generation planning in Asia-Pacific: a case study for mood assets



## SUMMARY

To support the development of an access and commercial launch strategy for its innovative mood assets in Asia-Pacific, this top-5 pharmaceutical manufacturer chose the PRMA Healthcheck<sup>®</sup>. Using the digital application and 4-step process, the client was able to identify risks, strengthen cross-functional alignment, and build a comprehensive evidence generation strategy.

## CLIENT SITUATION

A top-5 pharmaceutical manufacturer needed to develop a strategy for the access and commercial launch opportunities in the Asia-Pacific region for their priority assets across a range of indications, developed as part of their mental health pipeline.

## PRMA CONSULTING SOLUTION

- A **situation analysis** for the different indications was conducted to understand the market access landscape and value drivers in Asia-Pacific markets, identifying areas where their clinical insight was lacking
- A **detailed target product profile (TPP)-based gap analysis** compared proposed TPPs for each asset with identified value drivers and provided valuable insights and feedback to key business questions from the global team
- **KOL interviews** were held with clinicians in each scope market to validate the gap analyses, and provide expert local insights on the disease landscape
- A set of **conditions necessary for success** were developed and refined after discussions with the affiliate in each market
- 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
- 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
- A **roadmap** outlined the necessary evidence generation activities that could address the key evidence gaps across markets

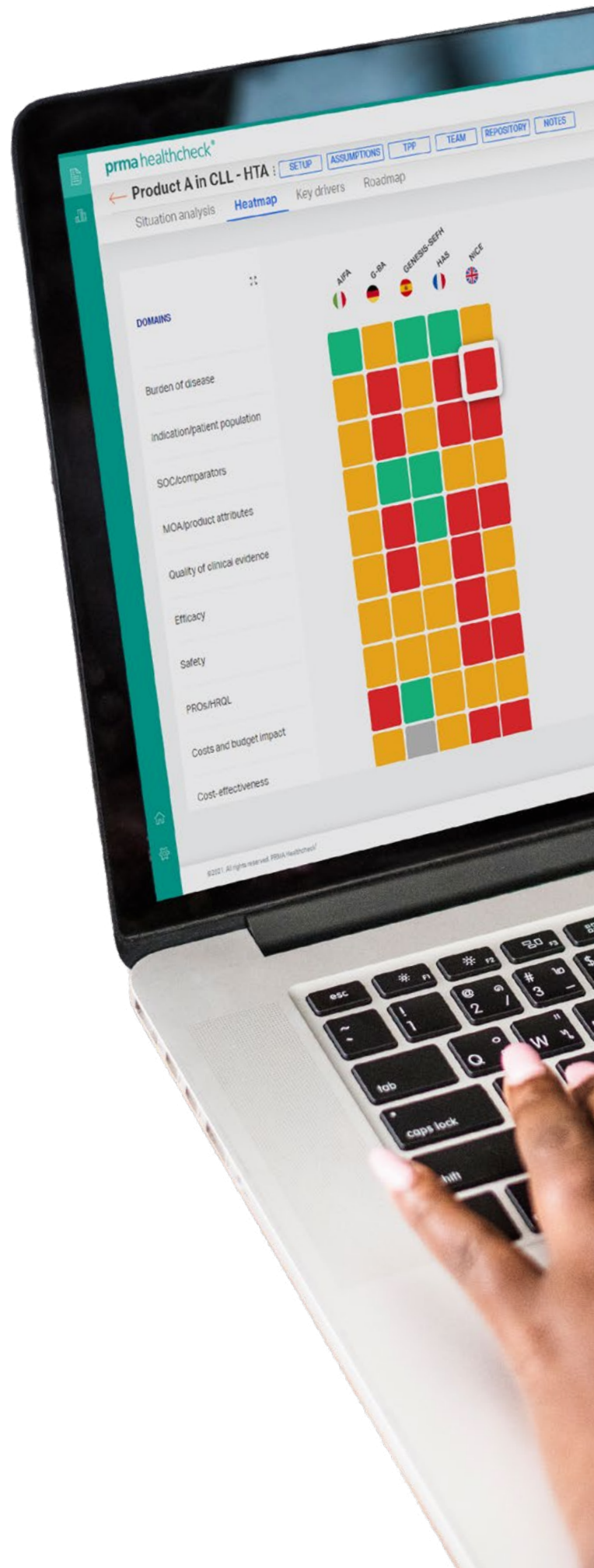
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I really like the “conditions of success” that you have presented. It is good to see how we can continue to evolve and tailor the process to maximize its use and value.

Market Access Lead, top-5 pharmaceutical manufacturer

## CLIENT VALUE

- Using the PRMA Healthcheck® application and 4-step process, regional cross-functional stakeholders and affiliates were able to review their access and commercial launch strategy, and update it as additional evidence was generated
- Key risks were quickly identified and fed back to the global team to shape the strategy for the assets. These risks included perspectives on trial design decisions, additional non-trial evidence needs, as well as market shaping activities required to address payer objections and challenges
- Validation of the outputs with local KOLs enabled an in-depth understanding of local considerations and key challenges for success in each market
- Early and seamless cross-functional alignment was strengthened and enabled a deep understanding of the connections between key payer risks and opportunities and the overall strategy
- A comprehensive evidence generation strategy was developed to help mitigate risks and optimize market access, including key research questions for each indication that would need to be addressed



### Get in touch

The Asia-Pacific region is characterized by its dynamic nature and rapidly evolving markets. These are critical to the future growth plans of our pharmaceutical and biotechnology clients, and we are leading many ground-breaking market access projects in the region.

Get in touch for a confidential conversation about how we can support you with your policy, access, value, and evidence challenges and strategies.