

# Gaining European payer insights with an advisory board

## What our client needed

Having worked with us on two earlier advisory boards focused on the initial launch indication, first in the US and then in Europe, our Client was now looking to gain European payer insights for potential future indications across the cardiovascular disease space.

Our Client wanted to understand the challenges and opportunities that their new treatment would face when launching in different markets. They wished to gain payer insights into the clinical and economic value of their treatment, their pricing strategy and the wider disease area, including positioning and evidence requirements.

## How we supported them

We organised an advisory board to gather European payer insights to inform the Client's market access strategy for different indications in this space.

Following a kick-off meeting with the Client team to agree upon the scope, objectives and timelines for the advisory board, we recruited suitable delegates, using our extensive network of expert stakeholders. We engaged delegates with a range of experience including national and regional payers and clinicians. Considering the Client's objectives, we then prepared the agenda, pre-read material, and meeting slides.

We facilitated a virtual advisory board using our preferred meeting platform to encourage a lively, interactive meeting, making use of the software's specific functionalities, such as breakout rooms and polling, to ensure delegates remained focused and engaged.

After the advisory board was conducted, we wrote a full report, including key feedback and strategic recommendations from the delegates.

## The outcome

The feedback gathered from the advisory board included testing and collecting insights on:

- Product positioning
- Evidence requirements
- Pricing assumptions and possibility for price increases or pressure from price erosion

## How we added value

This virtual advisory board approach offered the opportunity to gather insights from a range of different payers simultaneously. We then made strategic recommendations to support the Client with a future-proof market access strategy for their product.