

Delivering on global market access strategy, evidence generation and communication objectives

What our client needed

Our client's global market access team were looking for a consultancy who could support them from strategy to implementation. As the client was in the early stages of developing a new product, they first wanted to understand the challenges and opportunities that their new treatment would face when launching in different markets. They wished to gain input from affiliates and payers to inform strategic decision-making, trial design, positioning, and evidence requirements.

Subsequently, the client wanted support with evidence generation and the development of their value communication materials.

How we supported them

We conducted interviews with local affiliates to inform the market access strategy, choice of launch markets, trial design, and payer analysis plan.

Our evidence analysts then conducted a series of systematic literature reviews (SLRs) to identify literature relating to unmet needs, burden of disease, standard of care, comparator data, clinical, safety, and economic data.

Using the evidence identified in the SLRs, our health economists developed a cost-effectiveness model and budget impact model. These were developed for a selected base case country, but were designed to be easily adapted for other markets in the future.

Our value communication consultants developed the value proposition and tested this with payers in our network from key markets, globally, to ensure that the value story resonated with relevant stakeholders. We then developed a global reimbursement dossier and objection handler designed to be used by affiliates for their payer negotiations and health technology assessment (HTA) submissions.

The outcome

We worked in a coordinated way to ensure our client was equipped with a complete evidence package and value communication materials to support payer negotiations in selected Global markets.

How we added value

We adopted a joined-up approach with one point of contact for the client to ensure the project was delivered smoothly. Hence, we were able to provide a full service to the client from market access strategy to developing evidence and value communication materials that resonated with payers.