



# Full service - case study

Evidence Review & Generation | Health Technology Evaluation  
Economic Modelling | Reimbursement & Market Access | Medical Communications

bright minds, brilliant outcomes

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## Client situation

Abacus won a pitch against two competitor consultancies to provide a full service offering to support the launch of a new anti-viral therapy for chronic infections. The client needed to develop health economic arguments, prepare for HTA submission and produce marketing materials to win local funding negotiations.

Abacus was selected above alternative agencies on the basis of our experience in the health economic, HTA and market access arenas and the fact that we were able to offer a strategic consultancy and stakeholder management service above and beyond simple execution of deliverables. These factors together, combined with illustration of competent project management demonstrated our unique capabilities with regard to providing a full service offering.

## Therapy background

The drug, an anti-viral for use in chronic infections, was the newest in

its class. Historically, the mainstay of therapy had been a cheaper drug in the same class which was associated with high rates of resistance. Newer drugs had been developed which were associated with lower rates of resistance, but were generally more expensive. The potency with regard to reducing viral load appeared to vary between drugs. There were very few head to head trials between the client's drug and the newer drugs in the class. Consequently, there was no clear understanding of which drug was the most clinically or cost-effective option and which sequence of drugs was preferential.

## Abacus solution

Initially a scoping exercise was undertaken to identify potential arguments/objections for the drug in question. This involved the examination of key papers and expert interviews. Abacus then conducted a large scale systematic literature review to identify papers relevant to the client's drug and four comparator anti-virals as

monotherapy or as part of various combinations or sequential regimens. A complex meta-analysis was employed using high-end mixed treatment comparison statistical techniques. The analysis demonstrated that the client's drug was the most potent drug in the class for treatment of the infection.

Abacus constructed a Markov model to demonstrate the long term impact that anti-viral resistance had on clinical outcomes, in particular liver damage. The model showed that our client's drug was the most cost-effective choice among 1st line options for treatment-naive patients and among 2nd line options for patients who had developed resistance to current 1st line therapy.

Having established clinical and cost effectiveness arguments, Abacus then drafted various HTA dossiers, including SMC, NICE, AWMSG and CDR.

Abacus also authored and published journal articles to disseminate the clinical superiority and cost effectiveness messages. Posters were developed by our graphic design team and presented at relevant conferences.

The health economic model was adapted and used to create a bespoke interactive budget impact tool with business case. This is used by the sales team to negotiate funding and win formulary listings.

The favourable clinical and health economic messages yielded by Abacus activities were also used to create glossy brochures/leavepieces and were presented in clinical advisory boards and client sales meetings to disseminate the message further.

Abacus is currently working on a policy model in the same disease area, for the same client, which aims to increase national awareness, screening and funding.

We have also worked on a political document for the same purpose and have collaborated with other stakeholders such as key opinion leaders and patient groups to ensure commonality of messaging.

### Business benefits

The HTA boards, which have so far issued recommendations, have unanimously accepted the argument, commented favourably on the methods employed and supported the use of the drug as hoped. The drug has therefore received positive endorsement from national bodies.

The client is now able to establish and publish key messages that were not in existence before Abacus started work on their drug: i.e. that their drug is the most clinically and cost-effective option for patients with the infection in question regardless of whether they are treatment naïve or resistant to previous therapy. Abacus activities allowed the client to create a patient pathway and place their drug at the top!

Tired of having to employ two or three different consultancies with the same ultimate goal? Frustrated at being handed deliverables with no strategic consultancy advice, project management or stakeholder considerations? Would prefer an approach with academic robustness, clinical understanding and commercial awareness all combined in one multi-skilled team? For information on this particular case study or our full services approach to projects please contact [christie.harper@abacusint.com](mailto:christie.harper@abacusint.com)

## Contact us

Interested in Full Service Solutions and want to know more?

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