



Global HTA tracking service - case study

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

bright minds, brilliant outcomes

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Global services

With two strategic UK locations focusing on deliverables across the UK and Europe and a USA office for North American business, 40% of our projects are commissioned outside of the UK. Such work comprises, global strategic consultancy services, head office commissioned marketing and research initiatives, pricing and reimbursement assistance, value dossier/messaging outputs, international health technology appraisal (HTA) submissions, market access tools and market access campaign deliverables, audits and patient registries, and competitor analyses.

Our international expertise is becoming renowned with presence, presentations and speaking engagements at international conferences and involvement in global collaborative HTA and related policy initiatives.

In particular, our global HTA and market access tracking service is becoming increasingly popular.

Client situation

Abacus was approached by a client with a drug currently used in one cancer indication and about to be launched in a second. Aware of various market access and HTA hurdles which lay ahead, the global headquarters had a desire to have an easily accessible, up-to-date repository of information regarding HTA and market access processes, methods and recommendations in the two relevant oncology indications.

The client wanted to understand what was required to achieve a positive HTA recommendation or market access in various countries in these specific indications and whether competitor approaches should be replicated, adapted or learned from for future strategic activities.

The client had been frustrated by the deliverables of a previous consultancy which simply regurgitated the large published HTA documents into different cumbersome formats, without deciphering key messages or

providing any strategic consultancy advice. Abacus was selected based on demonstration of a real understanding of the client needs and provision of strategic consultancy advice above and beyond the research task.

Abacus solution

After a scoping exercise whereby available data sources and local experts were identified and template deliverables were crafted and agreed with the client, the HTA/market access tracking research began.

Abacus searched for documents relating to 11 countries some of which had formal HTA boards and some where surrogate indicators of market access were identified. Translation services were offered for documents not written in the English language. An experienced researcher manually extracted data from separate HTA/market access documents relating to the methods employed when submitting to the boards, the outcomes of the submitted analyses, the recommendations and critiques

of the boards and the strengths and weaknesses of competitor approaches. An experienced consultant added sections relating to strategic consultancy and learnings from each document. Data was entered into a large bespoke data extraction table, which included links to pertinent documents.

The data extraction table could be filtered and sorted according to indication, methods, recommendation, ranked results, manufacturer, drug class and so on. This enabled analysis of factors common to recommended versus rejected or restricted submissions or comparison across drug classes or indications. A selective print functionality was added so that columns of interest could be printed.

Abacus was able to produce various graphs and charts from the results showing trends in requirements for countries, the pros/cons of competitor approaches and key learnings for the client's drug. These were presented in reports and PowerPoint presentations for clinical personnel, marketing personnel and various country affiliates.

Abacus designed a template update email, delivered every two weeks with a top line summary of changes since the last update. If there is nothing of interest the client can discard the email, if there is something of interest they can click on the headline and be provided with more information. In addition to email updates every two weeks, the client receives quarterly updates of the full data extraction table, PowerPoint presentations and reports. The email updates inform the client when the next quarterly update is due.

Business benefits

The client has used the service to maximize the market access and HTA potential/approach globally for their particular product. The service has also been used to educate personnel regarding current trends, process and requirements pertinent to their market area and the likely evolution of these going forward.

The client has subsequently rolled the service out to four other disease areas.

Interested in understanding the global market access landscape and hurdles for your drug? Want to have international and detailed information packaged in an easily accessible and analyzable way? Need to maximize the market access potential for your product portfolio and to educate your personnel in relevant HTA/market access requirements and activities globally? For the global HTA and market access tracking service and/or other global deliverables please contact christie.harper@abacusint.com

Contact us

Interested in Global Service Solutions and want to know more?

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