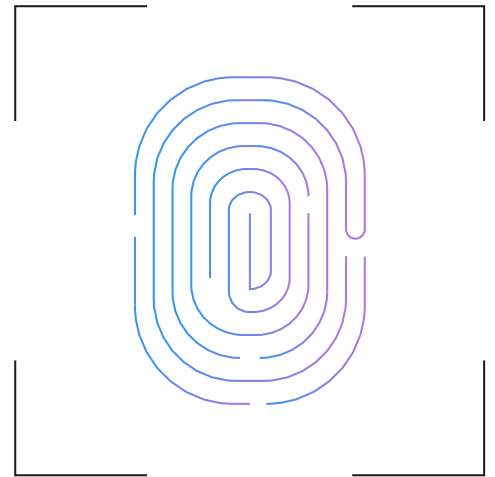


Building a Roadmap to Reimbursement for a Companion Diagnostic

Case Study | Companion Diagnostic

Development of a strategic plan to achieve access and reimbursement for a companion diagnostic across Europe



Background

With personalised medicine on the rise, companion diagnostics are transforming cancer care by pinpointing which patients will benefit most from targeted therapies, leading to better treatment decisions and improved outcomes.

The Challenge

Build a go-to-market strategy focusing on access and reimbursements for cancer treatment based on how personalised medicine and companion diagnostics are trending in Europe.

The Solution

Clarivate Commercial Consulting

Partnered with country leads on in-depth interviews and structured market research to build a clear view of the companion diagnostics landscape. Through mapping evidence gaps and risk-benefit assessments across markets, we delivered a roadmap that helped our client focus investment where it drives the greatest impact. Clarivate tactics and solutions included:

- Landscape analyses
- Route to market assessment
- Market segmentation
- Evidence requirement review
- Road mapping/evidence generation planning
- On-demand support for evidence generation

The Results

EU focused strategic plan and reimbursement roadmap



Deep-dive analysis of market access and reimbursement routes for companion diagnostics across 4 key EU markets



Risk-Benefit assessment offering:

- Insights & recommendations
- Competitive landscape information
- Gap analysis and mitigation tactics
- Stakeholder engagement strategies
- Near-term market access opportunities

[Click here to learn more](#)

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clarivate.com