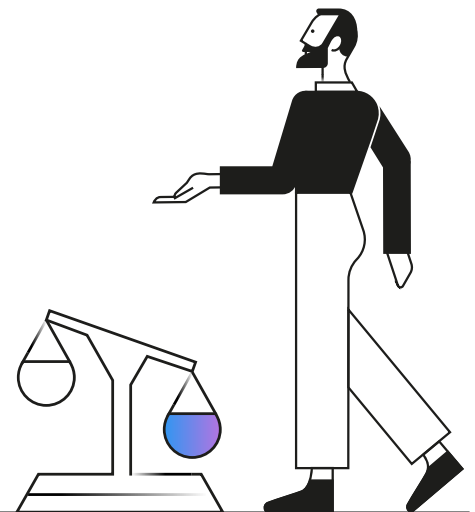


# Diagnostic Biomarker Testing Reimbursement Landscape in the EU4

Case Study | Biomarker Testing Reimbursement

Understanding the reimbursement landscape for a diagnostic test and identify strategies to optimise diagnostic access/adoption



## Background

Our client was developing a diagnostic test for CV risk reduction in patients with atherosclerotic cardiovascular disease (ASCVD) and elevated biomarker AAA.

No therapies were currently approved to target patients with elevated biomarker AAA.

The priority was to optimise access to biomarker AAA testing to facilitate adoption of the diagnostic.

## The Challenge

- Map the current reimbursement landscape for biomarker AAA testing, including quality/consistency of reimbursement, relevant stakeholders and how reimbursement is expected to change in the future
- Evaluate payer perceptions of biomarker AAA testing and place in CV treatment paradigm
- Identify current & anticipated future drivers and barriers to reimbursement & adoption

# The Solution

## Clarivate Commercial Consulting

- Our team performed secondary research to understand the reimbursement status of biomarker AAA testing within UK, Germany, Italy, and Spain
- We conducted in-depth interviews with >35 payers and lab professionals to obtain a 360 degree view of the key biomarker AAA reimbursement dynamics and requirements for broad adoption
- Insights were synthesised into a PowerPoint report addressing key objectives
- Key challenges and opportunities to optimise access were identified

# The Results

## Delivered an impactful launch plan with strategies to drive adoption



Developed a robust understanding of the biomarker AAA access and reimbursement landscape including:

- Current clinical utilisation and guideline recommendations
- Biomarker AAA testing ordering (which specialties order it, in which setting)
- Biomarker AAA test stakeholder mapping – who are involved in decision making and who are the influencers



Identified barriers and challenges and potential strategies to drive adoption



Conducted a 2-day workshop to review work findings and facilitate discussion on key barriers/opportunities and actions to prepare for launch

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