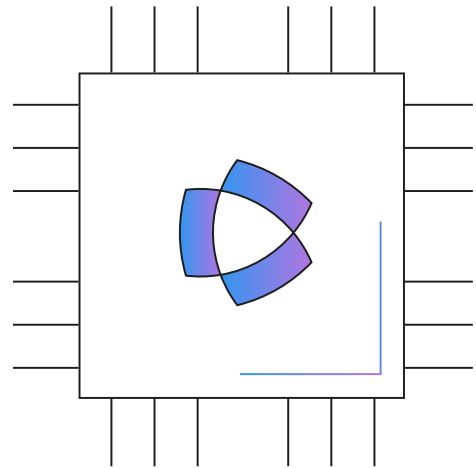


Development of Global Evidence, HEOR, and Value Communication Materials

Case Study | Development

Integrated support for our client's evidence generation and value communication strategy for a radiopharmaceutical



Background

Our client was a leading EU medical device company looking to launch an asset in the radiopharmaceutical space following EMA approval.

Our client sought Clarivate's support to prepare global evidence, HEOR, and value communication materials for a coordinated pan-EU pricing and reimbursement network of local submissions for their asset.

The Challenge

Our client wanted to understand:

- What is the optimal way to coordinate various functions at global, regional and local levels for a global submission plan?
- How should EU markets be approached with submissions?
- How do we best communicate the evidence package to the relevant authorities?

The Solution

Clarivate Commercial Consulting

Clarivate's systematic literature review (SLR), HEOR and value communication practices worked in parallel to develop the relevant global materials for launch while guided by a central project manager, to ensure seamless and meaningful client alignment and adherence to timelines. These global materials were then localised and used in local pricing and reimbursement submissions by our health technology assessment team.

Evidence Generation Deliverables

- Clinical and non-clinical SLRs
- ITCs
- NMAs

HEOR Deliverables

- Budget impact model
- Cost effectiveness model

Value Communication Deliverables

- Global Value Dossier
- Objection Handler
- Payer Value Story

The Results

A high-quality suite of materials used to gain positive reimbursement



Expertly developed global materials including systematic review, health economic and value communication materials



Timely localisation and submission of all local pricing and reimbursement dossiers



Positive reimbursement decisions for five of the seven target markets to date

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