

Payer Assessment of Label Expansion Scenario in Rare Disease

Case Study | Rare Disease

Investigated payer perceptions and reactions to an expanded label for a drug in rare cholestatic liver diseases



Background

Our client was pursuing label expansion for an existing product in the rare disease space.

They wanted to understand how payers would assess and react to the new indication.

The Challenge

Our client wanted to understand:

- What are payer perceptions of rare cholestatic liver disease?
- How would payers react to a label expansion?
- What are the competitive influences of other products in the space?
- What would the ideal access strategy look like?

The Solution

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- Our team conducted secondary research to determine the access environment and identify possible analogues in the rare cholestatic liver disease space
- In addition, live interviews were conducted with payer decision-makers, with feedback obtained from payers about perceptions of rare cholestatic liver diseases, their reaction to product profiles, potential label expansion and pricing scenarios
- The team evaluated current market competition and developed recommendations for a launch strategy

The Results

Key recommendations on the label expansion and pricing strategy



Developed a final report which enhanced the client's understanding of the payer landscape in rare cholestatic liver disease, current/future access drivers, and analog learnings



Provided strategic recommendations on the client's label expansion and pricing strategy



Key learnings helped support recommendations to leadership, guide updated payer strategy, and refine internal forecast assumptions

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