

BUSINESS CASE

Anticipate Market Access & Pricing for 4 new products in Germany, France, Spain, Italy and UK

Company	
Location	Roma (Italia)
Project aim	The overall project aim was to support the company to register 4 new products for the EU5 market.
Deliverables	<p>N°1: Pricing and access landscape analysis</p> <p>This analysis covered the following 4 different active substances: defibrotide, heparin sodium, ferrocarboxymaltose and enoxaparin.</p> <p>In this first part, by assuming the regulatory context of these substances, several information by country were filled in such as: reimbursement status, distribution channel, early access program, epidemiological data, P&R process time, public price if available, etc. in order to have a pricing and access landscape analysis.</p> <p>N°2: Pricing and reimbursement process development in each country</p> <p>In this second part, Medvance members had to describe the pricing and reimbursement process in their country.</p> <p>N°3: Preliminary pricing recommendation</p> <p>In this last part, the objective was to provide the company with key assumptions and general considerations about the timelines and cost of these 4 products.</p>
Outcomes	Anticipate the Market Access of these 4 therapies under the best conditions in 5 European countries.