

BUSINESS CASE

Market Access & Pricing support for a therapy for the treatment of pediatric and rare diseases in Germany, France, Spain, Italy and UK

Company	
Location	Paris (France)
Project aim	<p>The overall project aim was to maximise the value proposition of the company's therapy, which stands as a generic of an originator, from a payer perspective in Europe.</p>
Deliverables	<p>N°1: Identify and analyze the landscape in 5 European countries (France, Spain, Italy, Germany and UK)</p> <p>An in-depth analysis of the product environment was carried out in 5 European countries in order to better understand the landscape of the therapy and which notably includes the identification of the current marketed and future products in each EU countries, the treatment indication and associated off label use, the factors influencing drug selection, the patient's disease management, the competitor therapies in development, the future positioning of the therapy.</p> <p>N°2: Evaluate the current pricing and reimbursement situation</p> <p>Medvance was in charge of researching prices of the treatments identified in phase 1 in the EU5 countries (current indications, extension label, price of off label use products), analyzing the timing for P&R process for the products, the target population of each drug, the distribution pathway and consolidating the reimbursement status of each medicine and the funding (who pays? National/local payers, co-payment, ...).</p> <p>The purpose of this step was also to carry out the potential future challenges and barriers to patient access of the treatment (market access and pricing process trends).</p> <p>N°3: Evaluate the option of an Early Access Program in the EU5 countries</p> <p>Using a pros and cons approach, Medvance described the possibility of an EAP in each country and the pre-requisites to obtain the EAP validation.</p> <p>N°4: Define the future pricing of the therapy based on a pricing/payer's survey</p> <p>Medvance has outlined the shape of the therapy's value thanks to a target product profile (TPP) and payer interviews.</p>