

# BUSINESS CASE

**Market Access & Pricing support for a therapy for the treatment of neuroendocrine tumors in 5 European countries (France, Spain, Italy, UK and Germany).**

Company	
Location	Hong Kong
Project aim	The overall project aim was to support the company in securing timely patient access to the therapy at a price that is acceptable for both the company and stakeholders in EU5 (France, Spain, Italy, UK and Germany).
Deliverables	<p><b>N°1: Determine the draft European Market Access strategy</b></p> <p>As a first step, an in-depth analysis of the product environment and its available data was carried out in each country (i.e., medical needs assessment, strategic positioning in the current therapeutic management, target population of the envisaged indication, gap analysis, etc.). This study helped develop a strategy for an optimal European Market Access.</p> <p>A feedback meeting aligned Medvance's strategic recommendation with the company's objectives, allowing to select the best scenario to access the market. This scenario underlined the most favourable conditions for access, through a customized approach in line with local regulations and each country's health authorities.</p> <p><b>N°2: Develop and submit reimbursement dossiers for each country</b></p> <p>Medvance assumed the responsibility for medical writing and led the construction of each country's clinical dossier – with a designated clinical writer for those specific sections. The company was closely involved in the review, providing comments on all draft versions. Medvance was also responsible for the final submission of the entire dossier to local regulatory authorities, and managed interactions with them during the assessment process.</p> <p><b>N°3: Develop and submit the economic dossier for each country</b></p> <p>Medvance wrote economic dossiers and adapted its approach according to each country's market access specificity, developing for instance a conceptual health economic model, or conducting systematic literature reviews on the quality of life through economic evidence.</p>
Outcomes	Facilitate patients access to the therapy in EU5.