

BUSINESS CASE

Market Access & Pricing support for plasma-derived medicines in France and Spain.

Company	
Location	Barcelona (Spain)
Project aim	The overall project aim was to support the company in the launch of their therapy in 2 European countries (France and Spain) in the context of shortages and supply tensions of the raw material.
Deliverables	<p>N°1: Determine the French and Spain Market Access strategy</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>The dossiers also aimed to present the context of supply tensions where supply is lower than global demand and where there is a maintenance of this growth rate.</p> <p>N°2: Develop and submit reimbursement dossiers for each country</p> <p>Medvance assumed the responsibility for medical writing and led the construction of each country's clinical dossier. 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>N°3: Develop and submit the economic dossier for each country</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 2 European countries.