

Health Technology Assessment Surveillance, Economic Modeling, and Value-based Pricing

How Xcenda Helped a Manufacturer Develop a Global Health Economic Strategy for a Promising New Product.

The Need

A large pharmaceutical company completed phase 2 clinical trials for a promising new drug for a mental health disorder. Costs to treat patients with the disorder are substantial, and with generic products available, payers are carefully scrutinizing the clinical and health economics data of new agents prior to making reimbursement decisions. To maximize the potential return on its investment in this product, the manufacturer sought to develop an effective global health economic strategy to demonstrate the value of the product in preparation for product launch.

The Xcenda Solution

Xcenda conducted surveillance of health technology assessment (HTA) decisions in the disease area, economic modeling, and a value-based pricing analysis to help inform the manufacturer's global health economic strategy.

HTA Surveillance

Xcenda conducted secondary research including a review of HTA guidelines and HTA decisions in the disease area over

the prior 10 years in 15 different countries to identify the clinical and economic drivers that influence HTA decisions in mental health conditions. The review summarized the clinical and economic evidence considered by HTA authorities for a wide range of agents, as well as detailing the accompanying HTA decisions and the rationale behind those decisions. The review also assessed the potential strengths and weaknesses of the manufacturer's product aligned with the countries' HTA criteria.

Capture Local Market Insights

Xcenda provided a summary of key takeaways by country. This captured the potential HTA decision drivers and implications for the manufacturer's product in terms of comparative clinical effectiveness, cost-effectiveness, and budget impact. Xcenda supplemented the secondary research findings by conducting in-depth interviews with local experts in key markets who participate in Xcenda's Global Market Access Network. Discussions included confirmation of the HTA secondary research findings and potential future changes, "unofficial" policy, and communication channels.

Economic Modeling

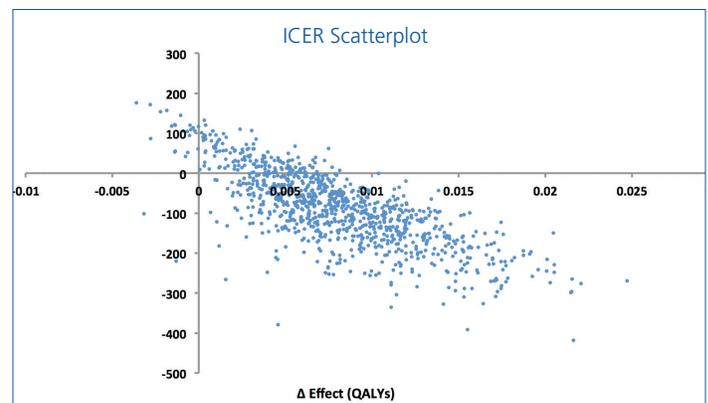
Xcenda conceptualized and developed a user-friendly health economic model for the manufacturer's internal use, consistent with the needs of HTA decision makers. The combination cost-effectiveness and budget impact model was developed from a national payer perspective and compared the manufacturer's product to other agents over a 1-year time horizon. The customizable model allowed the manufacturer to choose from multiple endpoints, modify inputs, and select the model comparators for the analysis. A full assessment of the effect of uncertainty on the health economic outcomes was captured with automated one-way deterministic and multi-way probabilistic sensitivity analyses.

Value-based Pricing Analysis

Xcenda utilized the cost-effectiveness model to conduct a value-based pricing analysis. With actual phase 2 efficacy data and estimates of potential phase 3 product efficacy, Xcenda analyzed the impact of product pricing on cost-effectiveness with reference to country-specific HTA decision cost-effectiveness thresholds. Xcenda's analysis provided pricing bandwidths and probabilities that the manufacturer's product would be considered cost-effective across the pricing bandwidths.

The Outcome

Xcenda's analyses provided critical health economic information to the manufacturer's global health economics team and other internal teams to help inform phase 3 health economic data collection, potential target markets, product launch sequence, economic value propositions, HTA submission planning, and potential product pricing.



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