

Optimising future market access using synergies between early modelling and early value story

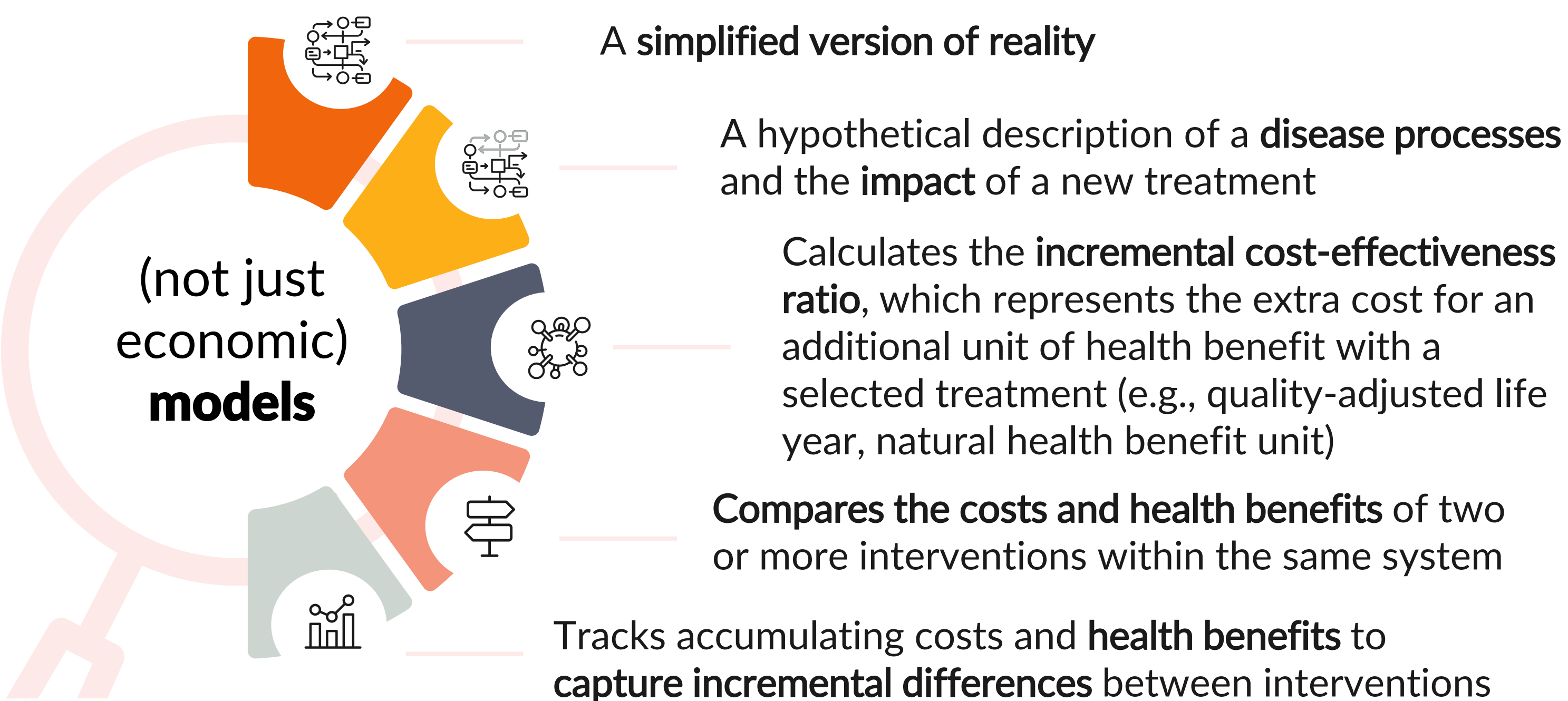
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INTRODUCTION

- Early cost-effectiveness models are important tools for go/no-go decisions, for evidence generation planning, and in positioning a new asset for successful HTA and pricing decisions that capture its full value.
- Developing early models in conjunction with an early payer value story, rather than these items being developed in silos, is key to optimising both.
- We illustrate the benefits of an iterative process in which model and value story inform each other, supported by the development of an influence diagram.

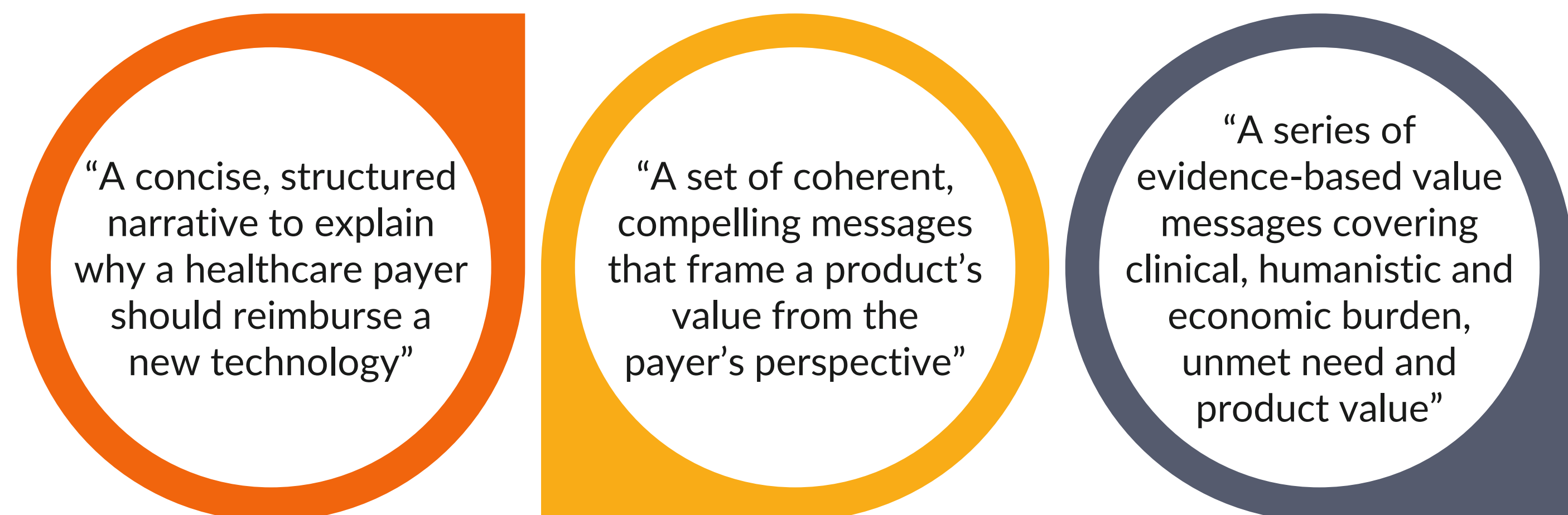
WHAT IS AN EARLY COST-EFFECTIVENESS MODEL?



The early cost-effectiveness model helps to:

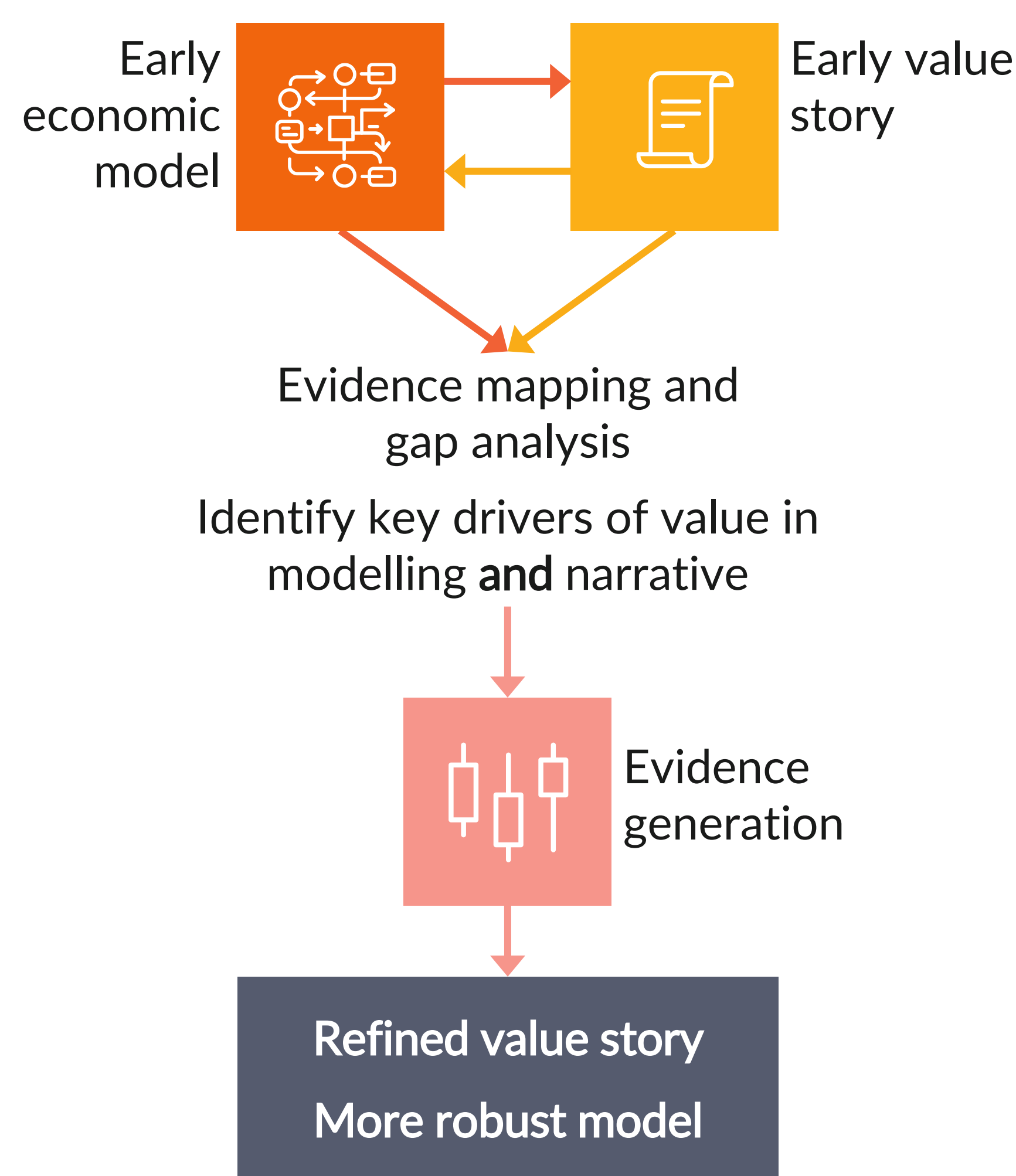
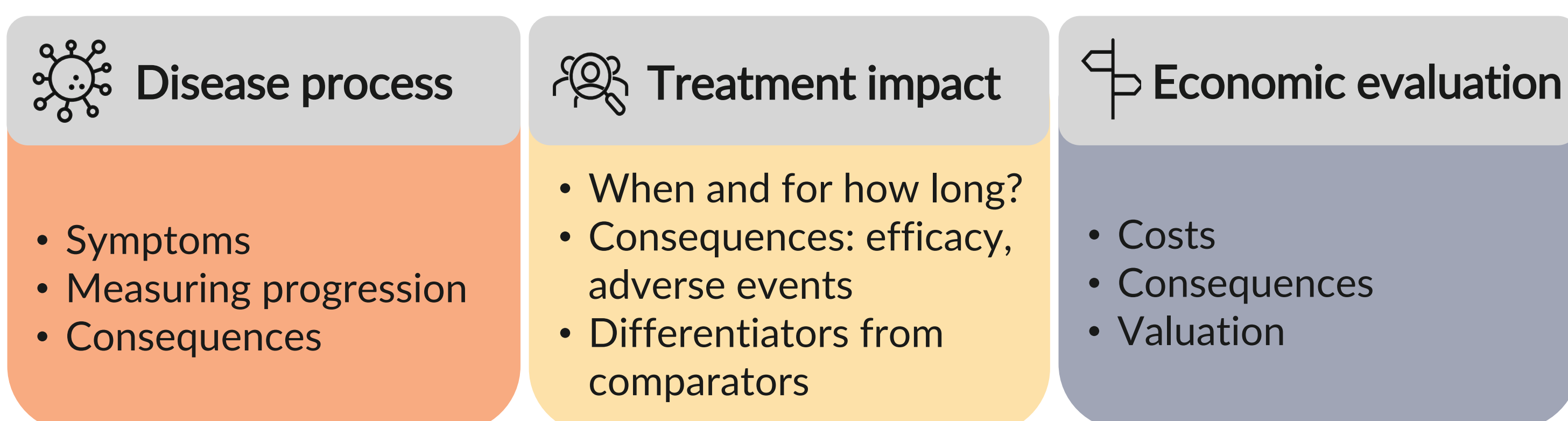
- Assess multiple scenarios, positioning and future inputs
- Provide guidance for potential future evidence generation, including phase 3 trial design, post hoc analysis, or real-world data studies
- Identify the major data gaps
- Evaluate the value of gathering evidence to fill the different data gaps for future pricing decisions
- Provide a guide for future economically justifiable price for treatment
- Assess the potential cost-effectiveness of the treatment and potential for future positive reimbursement decisions
- Design future value messages and the steps required to realise them

WHAT IS THE (PAYER) VALUE STORY?



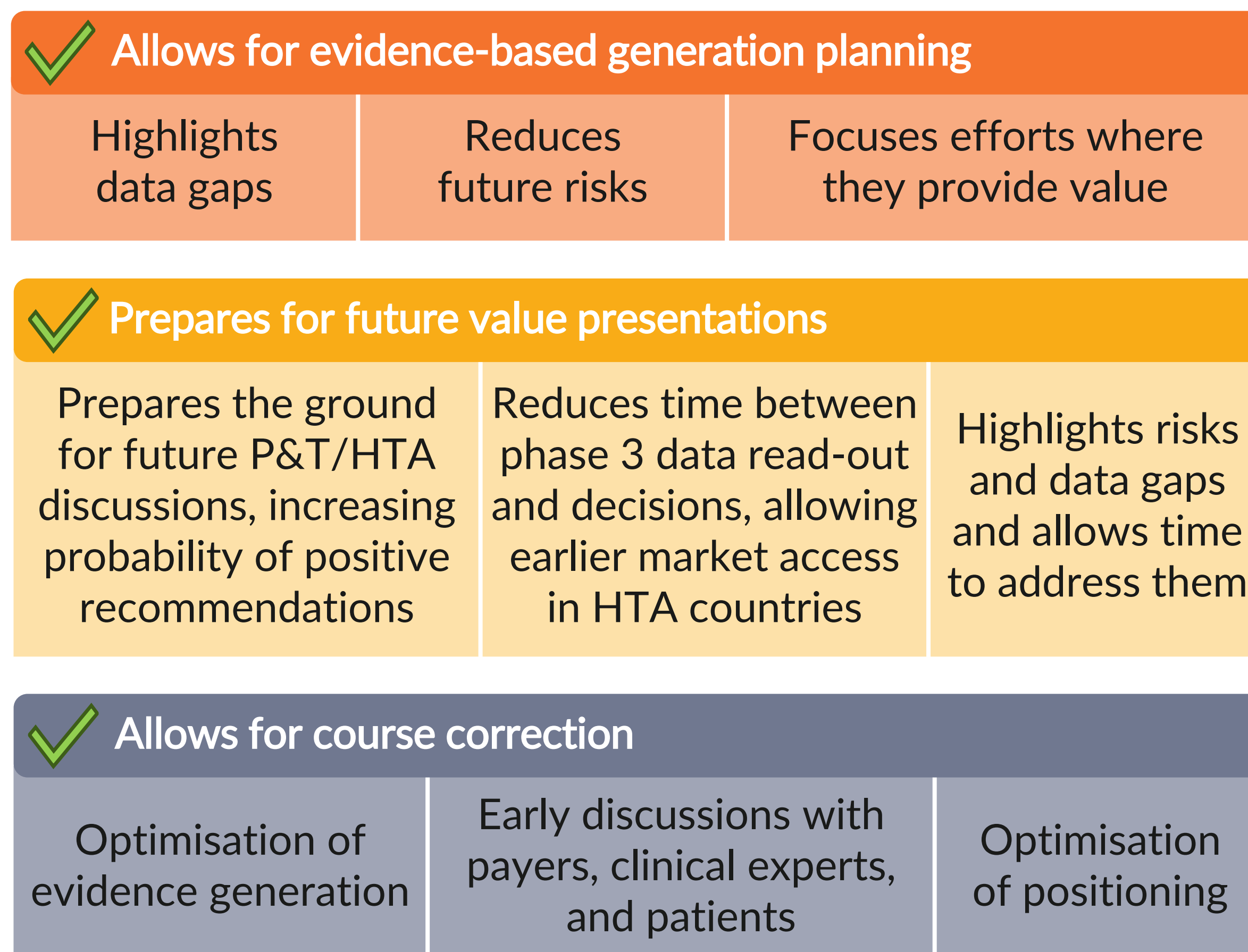
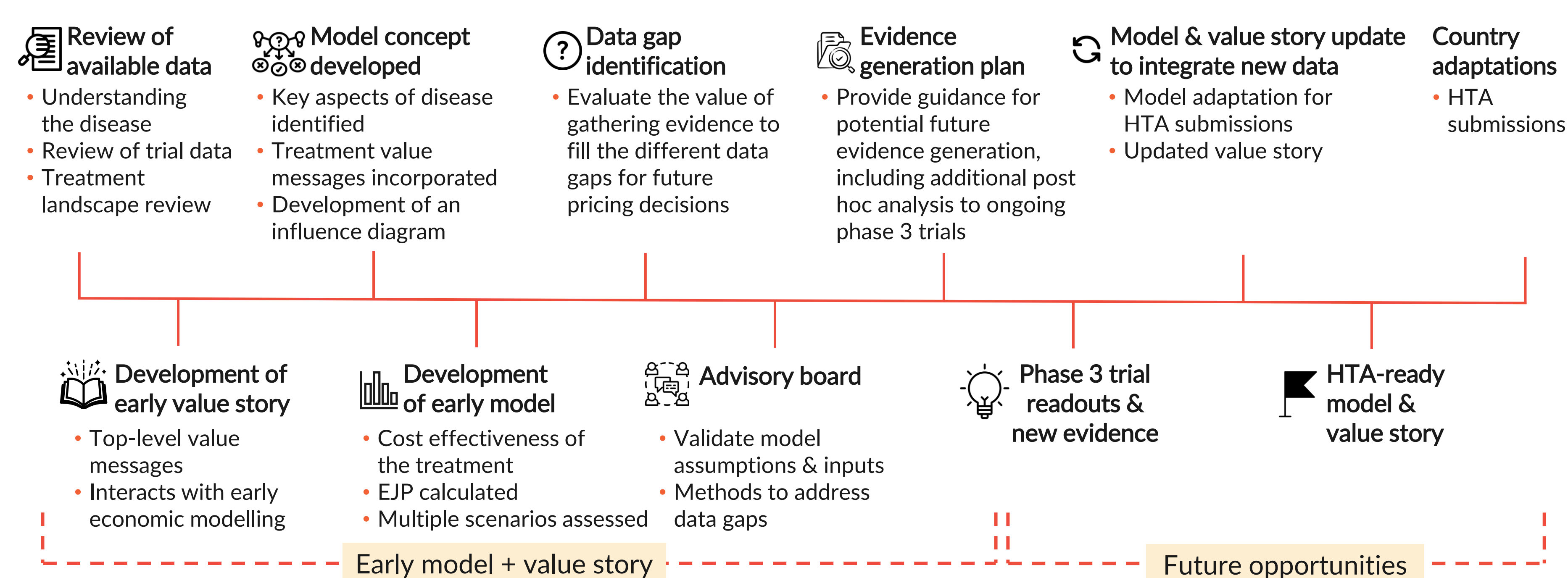
THE INFLUENCE DIAGRAM AND THE VALUE STORY

- The influence diagram is vital in early model conceptualisation. It considers:



- By mapping the complex web of interactions between disease manifestations and progression, the impact of treatment, and the costs and benefits to health services and patients, the influence diagram acts as a roadmap for model development
- The diagram should be informed by the early payer value story to ensure that all aspects of product value are captured in the model
- In turn, the diagram highlights the data gaps that need to be filled to enable this
- The early economic model based on the influence diagram informs the value story

VALUE OF AN ITERATIVE PROCESS



CONCLUSION

The early model and early value story enable development of an evidence- and value-based evidence generation plan that increases the chance of successful market access with optimum price

