

# Unique approach to patient preferences and utility analysis demonstrates clear value drivers for payors

**KANTAR HEALTH**

The catalyst for  
successful decision  
-making in the life  
sciences industry

### Challenge

Our client, a leading European pharmaceutical company, was developing a new compound in peripheral arterial disease (PAD). The compound was in Phase III clinical trials to demonstrate its superiority in the prevention of death or amputation in severe cases. We were engaged to help demonstrate patient benefits and value to payors, a considerable challenge given the study was using surrogate endpoints because of the nature of the clinical endpoints.

### Process

Using our unique patient-reported outcomes database, the National Health and Wellness Survey (NHWS), we identified and interviewed 200 PAD sufferers across selected European countries and the U.S. to determine the patient value of the drug. We used conjoint analysis methodologies including Discrete Choice Modeling (DCM) to get patients to choose between three potential health states that were defined by different attributes and attribute levels across different scenarios. Then we ran Standard Reference Gamble (SRG) and EQ-5D health economics questionnaires to determine Quality of Life (QoL) measures. Different dimensions of QoL were aggregated into one single score to calculate Quality Adjusted Life Years, a measure that is the standard used by NICE for Health Technology Authorities (HTAs).

### Outcome

The unique combination of DCM and relevant QoL measurement tools enabled us to assess the relevance of several different patient parameters – e.g., clinical endpoints, QoL measures, levels of urgency – and to determine the value that patients gave to different health states. We could also identify which parameters and values most influenced patient preference for a particular health state. The resulting analysis helped the client achieve a difficult goal in showing the incremental pricing and reimbursement benefit over competitor products.

### Catalytic moment

The client commented, “I was utterly amazed and impressed with the results Kantar Health achieved. They clearly have a team that not only truly understands value drivers for payors but has strong methodologists who can deliver meaningful evidence from patient outcome data and studies. The real game changer was their ability to combine research methodologies and quality of life measurement tools to deliver watertight results. It is so rare to find clinical, methodological and health economic expertise in one company.”

#### A MODULAR APPROACH FOR ASSESSING UTILITY

