

Achieving premium prices for multi-country oncology drug through superior clinical positioning

KANTAR HEALTH

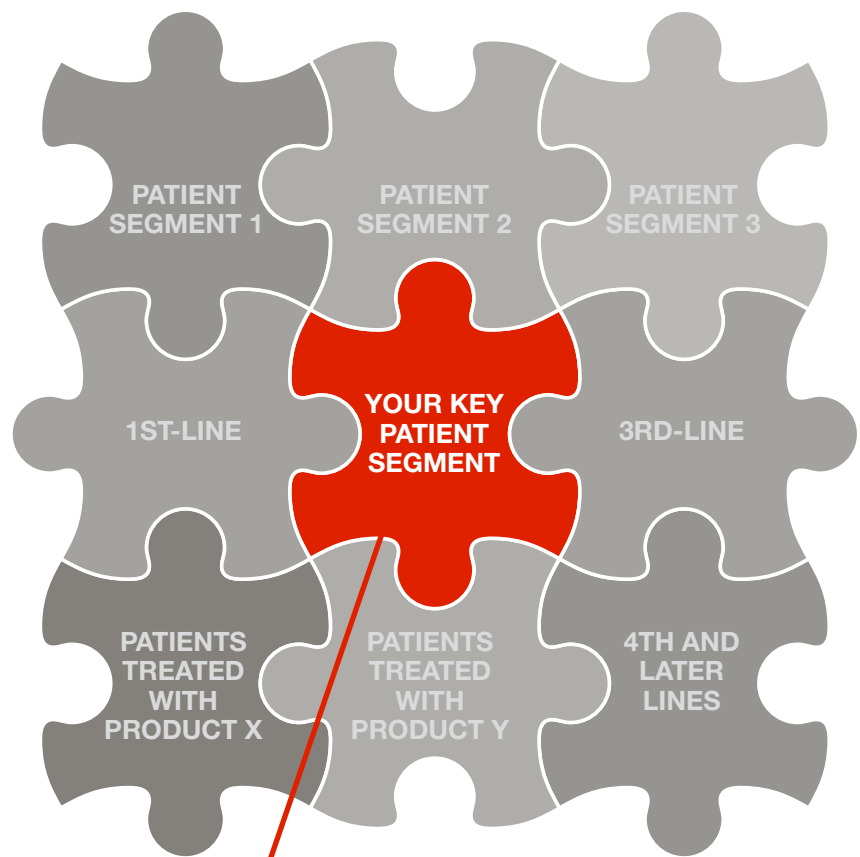
The catalyst for
successful decision
-making in the life
sciences industry

Challenge

Our client, a leading pharmaceutical company, wanted to launch a new oral treatment for a subpopulation of a major tumor type in the U.S., Germany, France and Italy. They wanted to establish the ideal Target Patient Profiles and work out how to position the product so they could achieve an ideal position in the standard of care and a price premium over other treatments in this space.

Process

We started by mapping out the market landscape in each country, including existing epidemiological data and prices and defining possible patient segments to a granular level using CancerMPact® Patient Metrics, our best-in-class cancer epidemiology and proprietary patient calculations, and OMT Focus, our custom approach to focus on oncology subpopulation opportunities at a granular level. Capitalizing on our strong on-the-ground relationships with payers and other market access decision-makers in each country, we challenged and verified requirements for pricing, reimbursement and optimized positioning. Econometrics and policy analysis skills were also fused with our medical knowledge (several members of the team were qualified doctors with advanced business qualifications).



ZOOM IN ON A KEY SEGMENT (ROBUST PATIENT DATA) WITH OMT FOCUS

Outcome

We modeled various scenarios per country against different variables to come up with highly accurate forecasts per market and suggestions on the best strategic approaches to achieve the best price and position with the least restrictions.

Catalytic moment

Our client commented, “Kantar Health’s knowledge of oncology and the variations in regulations and health systems within and across the countries concerned really helped us achieve our goals. They also brought a new depth and breadth to our relationships with oncologists, physicians, payers and other stakeholders involved in the market access and positioning processes.”