

# Robust Review

See how our client utilized Rapid Payer Response™ (RPR) to gain invaluable payer insight into the pricing and market access acceptability of their novel product within 3 weeks.

RPR is an online platform that allows biopharma and device manufacturers to gain robust, immediate, expert feedback from the most diverse online global payer network – spanning 45 countries in as little as 5 days.

## SITUATION

A client was interested in launching their product for an indication within Parkinson's disease. To assess the validity of this plan they leveraged Rapid Payer Response (RPR) to gain global payer insights into the design of their evidence generation plan.

## METHODOLOGY

RPR™ utilized a semi-quantitative approach to gain understanding from 30 payers, across the US, EU5 and Japan, with expertise across private and public healthcare systems.

## KEY QUESTIONS

- Determine perceptions of unmet need
- Evaluate the existing TPP
- Vet evidence plan
- Determine likely coverage outcome

## Determine perceptions of unmet need

RPR captured payer feedback 'before and after' review of stimulus materials

- To establish a baseline payers were asked about their perception of unmet clinical need.
- Payers were then presented with relevant background materials specific to the question and asked the same questions again – allowing for a "before & after" view on perceived unmet clinical need to measure impact of materials.

RPR was able to identify the scale of change and reasons driving them.



## Evaluate existing TPP

Semi-quantitative analysis to demonstrate net strength of product X with underlying rationales.

- RPR elicited the payers perceived strengths and weaknesses for product X – providing a scoring of each quality along with verbatim to offer context and rationale.
- Overall, the client was advised that the key strength (safety profile, efficacy and ease of administration) significantly outweighed by a factor of approx. 3:1 the key weakness (lack of active comparator).

RPR was able to stratify responses by stakeholder type by allowing the client to optimize their ongoing messaging to each group.

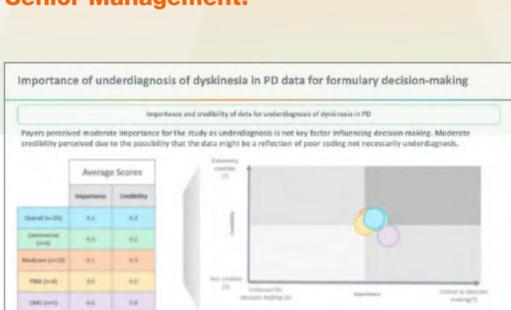


## Vet Evidence Plan

Payers evaluate the current evidence plan (book of work) to understand the strength and qualities of each study, and provide recommendations for studies to address perceived gaps.

- When considering evidence to include, RPR was able to identify the areas of importance (including prevalence data, levels of under diagnosis, increased institutionalization associated with dyskinesia in PD, increased economic burden associated with dyskinesia in PD) and vet the credibility of the related evidence to ensure payer acceptability.
- In budget constrained environments, this "Importance to Evidence Credibility" ratio allows our clients to prioritize study resource allocation to focus on studies that will really make an impact.

The output was used to prioritize which studies were most important and how gaps in the evidence may be filled to demonstrate optimal value to payers. This equipped our client with the content they need to justify their decisions to Senior Management.



## Determine likely coverage outcome

Share coverage expectations stratified by market and payer type

- To conclude the assessment we asked payers to provide coverage expectations for product X, based on the TPP and evidence generation plan.
- RPR was able to probe expected utilization management based on a range of scenarios which included variable evidence packages in place.

For the US market we were tasked with not only understanding the risk of utilization management but also to define mitigation strategies



## IN CONCLUSION

Within 3 weeks RPR was able to gather robust insights not available through a traditional research method that allowed our clients to...

- Know the current treatment landscape and how payers were categorizing the unmet needs
- Pinpoint which endpoints hold the most value to inform their trial design
- Gauge where to best focus their messaging and data collection efforts for their TPP
- Secure a much higher price point than initially projected

**Want results like this?**  
Reach out to schedule a demo!

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**About Market Access Transformation (MAT)**  
Founded by industry veterans, MAT specializes in developing cutting edge technologies that enable the healthcare community to gather and exchange insight that assess the real-world potential of their products. MAT offers an online, information exchange platform, Rapid Payer Response™ (RPR), that allows healthcare stakeholders to secure immediate, expert feedback from the largest and most diverse online global payer network.