

CASE STUDY

Health Economics and Outcomes Research

Based on real world data and scientific rationale, HEOR studies outline the economic outcome of a medical intervention in local settings in a quantitative manner. This provides a logical basis to understand and state the impact of the drug/device to the policy maker. Ultimately, an optimized solution can be provided in a resource-constrained environment, which helps to address numerous challenges in healthcare policy shaping.

Project Background:

Understanding the economic burden is vital to facilitate patient access to treatment at a much earlier stage to prevent complications related to costs. A top five global pharma company requested phamax to provide an estimation of the economic burden of the complications of Hepatitis C infection (HCV) in Egypt. Although Egypt is widely recognized for the highest prevalence of HCV in the world, comparatively little research has been done concerning its economic impact.

Objectives:

- To estimate the cost burden related to the lack of effective intervention in treating HCV at the early stages
- To estimate direct hospitalization treatment costs associated with the complications of HCV

Client Benefits:

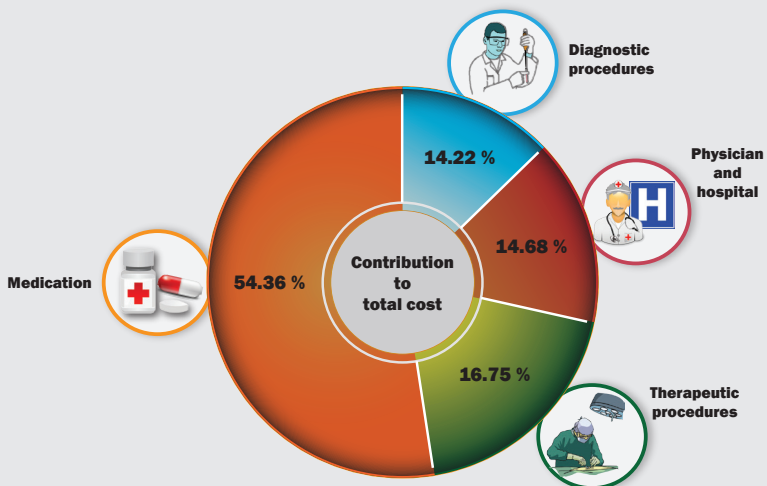
- Close, in depth interactions with the clinical and non-clinical experts during the project resulted in strong, sustainable relationships that further helped to engage them in follow-up activities
- The resulting whitepaper provided data and recommendations that were substantial evidence and a powerful tool in shaping government policies
- The study established our client as one of the champions in the fight against HCV



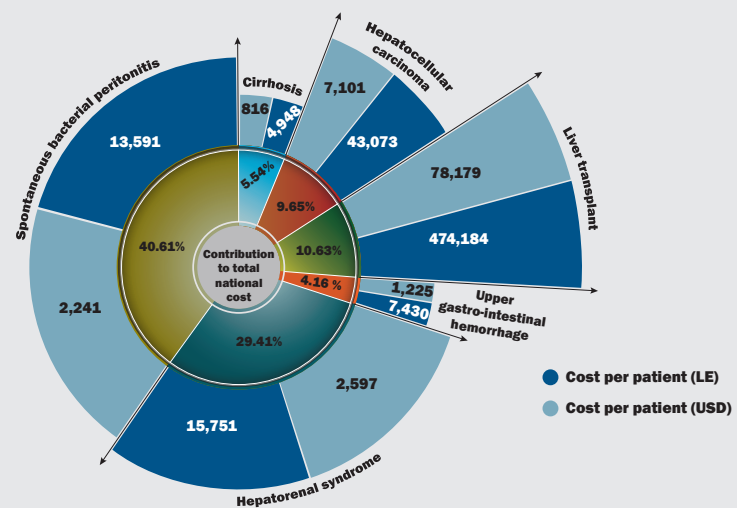
Approach:

- Phase I – Scientific literature review**
Identify key data points and obtain relevant data from local and international experts, published literature and real world studies to empower stakeholders to engage policy makers in a dialogue
- Phase II – Identify local healthcare centers**
Identify and prioritize study sites representing the healthcare system of the country
- Phase III – Medical records review and collection**
Collect relevant data to understand management and treatment strategies
- Phase IV – Direct and indirect cost analysis**
- Phase V – Data analysis and report writing**
Collate and analyze data to understand the current disease scenario and model for future changes; disseminate the data among the relevant stakeholders through appropriate channels

Project Output



Distribution of healthcare expenditures in the management of chronic HCV complications



Estimated costs and their distribution in the management of chronic HCV complications