

Regulatory Landscape Assessment

Case Study: Pricing and Reimbursement process review



Project Background

Our client wanted to understand the pricing and reimbursement landscape in a BRIC market



Objectives

- Pricing and reimbursement processes review in a BRIC country, to support launch of client's novel HCV product
- Identify requirements (evidence/documentation) for obtaining reimbursement in the country and map them against the product's existing data



Approach

- A secondary research based approach - Identify, review and synthesize an easily understandable P&R process along with relevant authorities and their role
- Identified the clinical data (efficacy/safety, comparator) and economic data (cost-effectiveness, budget impact, etc.) needed for reimbursement filing
- Mapped existing data against the reimbursement requirements, and identified data gaps for action



About Us

phamax is an independent healthcare research and consulting firm specialized in commercial and scientific market access solutions. Our services empower pharmaceutical companies to introduce or commercialize their novel technologies into clinical practice. We are headquartered in Switzerland.



Client Benefits

- Clarity on the pricing and reimbursement processes and product launch requirements for the target country
- Development of submission file in alignment with agency requirements, for securing optimal reimbursement status