

Market Access Consulting Services



With rigorous, evolving, and heterogeneous payer evaluation criteria, challenging price negotiations, and a dynamic competitive environment, manufacturers need to prepare their market access strategy early in the product life cycle and assess often to ensure optimal access. Evidera is ideally positioned to help you create evidence-optimized value strategies to achieve your product access, price and reimbursement goals. Our team brings a deep understanding of payer policy and processes, close payer relationships, and a comprehensive understanding of the key evidence that shapes payer decision making.

Offerings include

Global Pricing and Market Access Strategy

Support key investment decisions by evaluating the global payer and HTA landscape; assessing product profile against payer evaluation criteria and identifying price corridor; developing trial and supporting evidence strategies to support value, mitigate payer risks, optimize price potential, and enable payer negotiations.

Value and Evidence Strategy

Prioritize critical trial refinements and develop a roadmap of key supporting studies to optimize price potential and fulfill HTA submission requirements.

Value Story Development and Testing

Develop payer value positioning strategy and test value story, messages, and supporting evidence with payers to optimize payer engagement.

Payer Engagement Plans

Provide playbooks, negotiation tools, and workshops to support affiliates with payer negotiation at the national, regional, and local level.

In-Licensing Assessments

Support business development investment decisions with rapid but robust global pricing input for due diligence.

Early Scientific Advice

Evaluate value of early scientific advice options in addressing product evidence strategies and areas of uncertainty. Support development of ESA strategy, conduct training and mock sessions, and develop briefing books and action plans.

International Payer Advisory Boards

Explore key market access hypotheses with payers and advisors from around the world regarding product profile and evidence requirements.

Market Access Consulting Provides Actionable Strategies to Drive and Demonstrate Payer Value

Deep Payer, HTA, and Access Insight

Sector-Defining Knowledge and Visible Thought Leadership

Market Access Center of Excellence, including a standing council of payer advisers, ensures we stay aware of the latest, up-to-the-minute payer trends, policies, and practice – and their implications for our clients.

Outstanding Payer Relationships, Innovative Methods for Insights

Strong relationships with payers in both established and emerging markets allows powerful and rapid insight to be elicited using innovative and time-tested methodologies.

Experienced Team with Two Decades of Leadership

Experienced team of global experts brings industry leadership and direct payer experience; two decades of pioneering leadership in the space provides a rich heritage of previous experience to leverage.

World-Class Integrated HEOR Capabilities

Industry Leading HEOR Experts

Executive positions at ISPOR, ISOQOL, ISPE; university appointments at McGill, Johns Hopkins, University of North Carolina; participation in ISPOR Task Force on meta-analysis; ISPOR-SMDM Task Force on modeling; FDA PRO guidance.

Innovative Methodologies

Next generation modeling: Discretely Integrated Condition Event (DICE) and disease simulators; interactive value communication; cutting-edge capabilities (e.g., Multi-Criteria Decision Analysis, Simulated Treatment Comparisons, Matching Adjusted Indirect Comparisons).

Track Record of Influence

Supported submissions to NICE, CADTH, IQWiG, FDA, PBAC, and others.

Value and evidence strategy for optimal price and access

Our Team & EXPERIENCE

— 20 —

Years in operation

— 2,000+ —

Indications covered, across all therapeutic areas, including orphans, gene/cell therapies, immuno-oncology

— 900+ —

Global pricing and market access projects conducted

— 35,000+ —

Payer interviews conducted entirely by an in-house team of market access experts

— 45 —

Countries we have pricing and market access (P&MA) expertise and experience at national, regional, and local level

What Makes Us UNIQUE

— Team —

Expert, multicultural team of former payers, industry leaders, and professional consultants

— Center of Excellence —

Commitment to developing insight beyond the project context, including an advisory council of active and former payers

— No Outsourcing —

All project work and interviews conducted in-house by dedicated, expert teams with no outsourcing

— Evidence Expertise —

Leverage Evidera expertise to understand and incorporate methodologically sound evidence strategies

“[Evidera’s] team was professional and pleasant to deal with, and your presentation was informative, well researched, and a good value for the money. I think you are the best in the world at what you do.”

Director of Global Pricing, Top 10 Biopharma Manufacturer