Multi-Criteria Decision Analysis (MCDA)

Improving decisions and value communication

“... a formalization of common sense for decision problems which are too complex for informal use of common sense.”
Keeney 1982

MCDA provides a framework for breaking down complex problems into more manageable components, defining and understanding the relationship between these components, measuring each component, and then combining them to identify solutions.

Applications of MCDA

- MCDA may be used throughout the product development lifecycle to improve internal decision making by fostering a shared understanding between teams and channeling resources to compounds with the greatest likelihood of achieving reimbursement.
- MCDA is also used to support value communication where conventional methods may not be adequate, for instance, where value messages include patient convenience, unmet need, severity of disease, or safety; and, where the benefit-risk balance is unclear, such as when a product is effective but has a different safety profile compared with other products.

Benefits of MCDA

- Foster a shared understanding of the decision problem and identify areas of important disagreement
- Ensure all relevant factors (including intangibles) are considered in decision making and value communication
- Quantify stakeholder priorities and preferences
- A transparent link between performance, judgments, and decisions

Problem structuring
Define value criteria
Elicit stakeholder preferences
Measure performance
Evaluate alternatives

Overall Objective

$W_a$ $W_b$ $W_c$

Criteria a Criteria b Criteria c

Overall performance score

Treatment C
Treatment B
Treatment A
MCDA is Being Used By Decision Makers Around the World

A non-exhaustive list of applications

Getting a Head Start with Evidera

Our team of MCDA specialists apply best practice to tailor MCDA design to your needs and draw on our internal capacity in pharmacoepidemiology, literature reviews, modeling techniques, preference surveys, and decision conferencing to ensure the MCDA is delivered to a high quality. We support our clients with MCDA training and bespoke MCDA projects.

To discuss how MCDA can support your market access objectives contact us at info@evidera.com. For further information on the ISPOR MCDA Task Force and Evidera’s support for this initiative visit: http://www.ispor.org/taskforces/multi-criteria-decision-analysis-grp.asp

Selected Publications and Presentations


