

# Robust Modeling Helped Convince NICE to Reverse Their Decision

## Situation

Payers in most markets require an understanding of the economic value of a drug before granting reimbursement. The treatment landscape and clinical pathways for metastatic castration-resistant prostate cancer (mCRPC) were changing rapidly, requiring inclusion of new treatment options across multiple lines of treatment. Our client needed an economic model that could capture the changing treatment landscape, including treatment sequences, and also capture the clinical heterogeneity in mCRPC impact of new treatments.

## Approach

Evidera proposed an individual simulation model, powered by risk equations and developed from the pivotal, albeit interim, Phase III trial data.

## Outcome

We helped to develop and submit a model, based on the interim, Phase III trial data, to NICE in 2013, which predicted greater benefit for the drug than originally projected. However, NICE did not recommend the drug for reimbursement. When final trial data were ready we were able to show that the model replicated the survival findings seen in the final data.

## Impact

NICE recommended the drug for reimbursement. The end result is improved access to a novel mCRPC treatment in a country with traditionally conservative reimbursement for mCRPC therapies.

## 30+ Years of Experience

Epidemiology · Health Economics · Interventional Studies · Real-World Evidence · Patient-Centered Research  
Pragmatic / Adaptive Trials · Modeling and Meta Analysis · Market Access · Medical Writing