Evidence Synthesis, Modeling & Communication

A truly connected value story, supported by strong evidence

The payer landscape has continued to change over the past few years and while the industry is rich with new technological and scientific innovation, health care budgets are stretched. Payers have been reacting by raising the bar for evidence in order to fully understand the product's value and its potential significance in clinical practice. In order to address payer concerns and achieve favorable and timely coverage decisions, a coherent and connected value story, supported by strong evidence, must be carefully crafted and articulated.

To support this need, we have a dedicated team

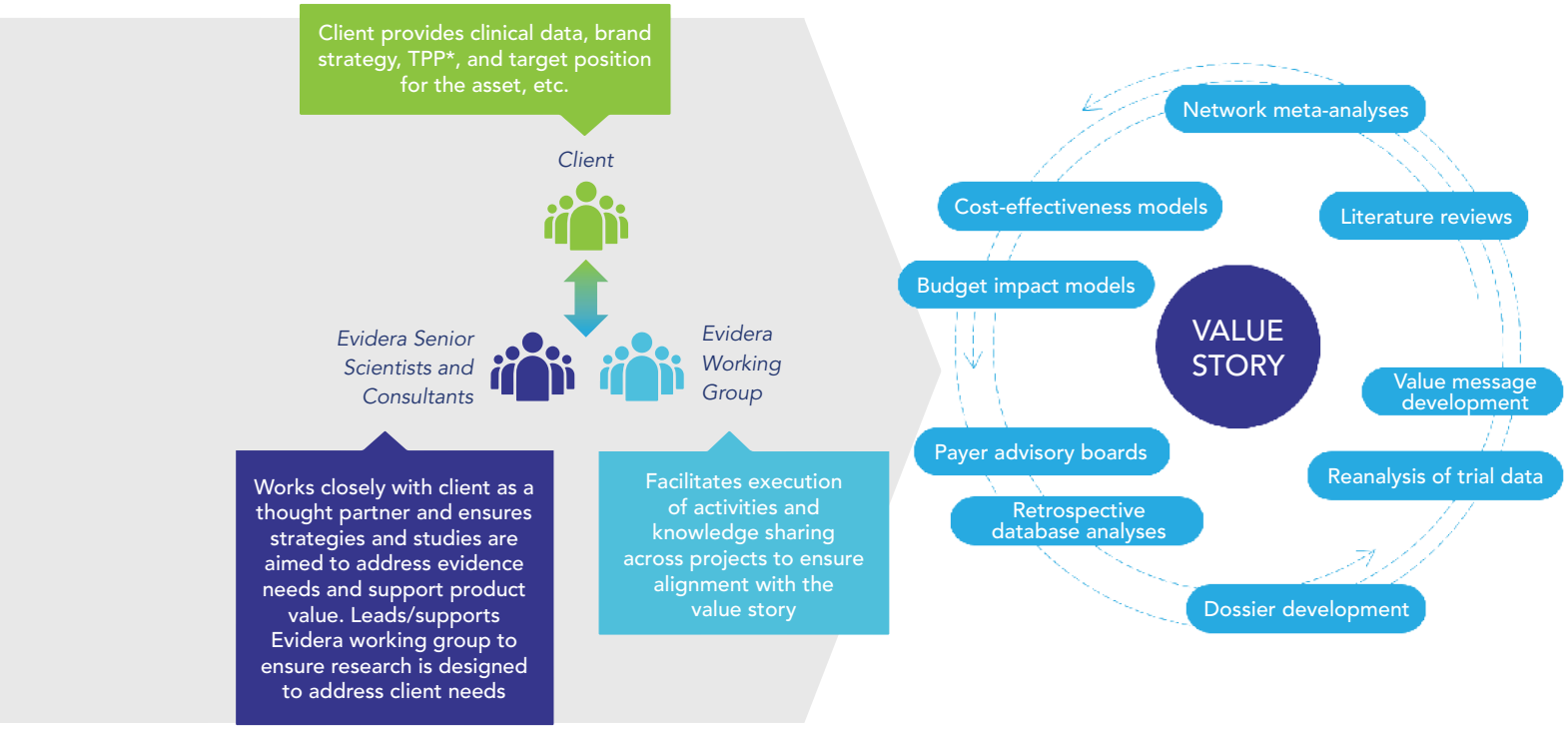
Developing a unified value story requires a thorough understanding and alignment on the key value messages, a comprehensive strategy to achieve market access, and the ability to address the requirements and nuances of individual markets.

Also critical to value story development is the careful alignment of evidence generation activities. Activities conducted by multiple vendors may result in:

- Additional time spent on project management and communication between external teams
- Duplication of efforts across vendors
- Challenges or delays in knowledge sharing between vendors

Evidera's Evidence Synthesis, Modeling & Communication group brings its scientists, statisticians, modelers, and consultants together into a fully integrated team to create a unified value story and body of evidence.

A single point of contact combined with direct interaction with our most senior experts provides you with the methodological and therapeutic knowledge and operational excellence necessary to generate the high-quality evidence required for commercial success.



*TPP = Target Product Profile

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An Integrated Team with In-Depth Experience Across Specialties

Evidera's global multi-disciplinary experts have developed hundreds of literature reviews, health economic models, statistical analyses, and value dossiers to support reimbursement, market access, and internal decision making in all major therapeutic indications and across all major markets.

Evidence Synthesis

Modeling & Simulation

Market Access Communications

Extending beyond the typical, tactical submission components

We don't take a cookie cutter approach to submission development; each research program is evaluated and custom-tailored to yield the strongest possible evidence package that will support brand positioning and differentiation and meet payer requirements. While core activities typically include health economic models, literature reviews, indirect treatment comparisons, and dossier preparations, we leverage our deep experience and senior scientists to go beyond traditional core activities, recommending and implementing additional activities that may be needed to fill evidence gaps and support product value. Examples of these activities include, but are not limited to:

- Payer advisory boards
- PRO/regulatory expert interviews
- Reanalysis of trial data
- Stakeholder interviews
- Pricing research
- Value message testing
- Retrospective database analyses
- Analogue research

> "… expertise in payer research, data analyses of various sources and modeling, coordinated through one contact … partners who show flexibility and creativity in research."
>
> Director, Global Pricing & Reimbursement
> Top 20 pharmaceutical manufacturer

An experienced and results-focused strategic partner

STRATEGIC ALIGNMENT

- A partnership approach and shared team mission with client stakeholders and Evidera senior experts
- Understanding multi-stakeholder client needs and developing holistic solutions
- Unified body of evidence improves overall impact and probability of successful submission

TAILORED EXPERTISE

- 130+ peer-reviewed publications and 200+ research posters/presentations per year
- Industry methods guidelines development (e.g., ISPOR-SMDM[2] modeling and ISPOR MCDA, database selection, etc.)
- Deep relationships with stakeholders across the industry – FDA, EMA, HTAs, payers, providers, academia, NGOs

EXPERIENCE

- ~15 research programs[1] on average per year
- 40+ principal investigators with at least 10 years of experience
- 10+ years of experience in developing and implementing research programs across all major therapeutic areas (50% in oncology, 12% in neurology, and 10% in respiratory over the past three years)

EFFICIENCIES

- Single point of contact for strategic discussions related to any project in the program
- Project management at the program level, all activities tracked concurrently
- Access to experts in other HEOR domains within Evidera

QUALITY/IMPACT

- Strategic oversight from executive leadership; governance and QC processes to ensure timeliness and impact
- Supported 130+ HTA submissions in the past five years; contributed to reversing, fast-tracking, and influencing of multiple NICE decisions

[1]Product support across a suite of evidence generation activities, e.g., literature studies, modeling, dossier, etc.; [2]SMDM = Society for Medical Decision Making

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