Insights from the HTAi 2019 Annual Meeting

HTA Beyond 2020:
Ready for the New Decade?

In June 2019, HTAi members gathered for their annual meeting to discuss the future of health technology assessment (HTA) as we move into the next decade. The HTAi society represents "an open platform for global collaboration that leverages and shares collective intelligence to improve health outcomes worldwide." Its members hail from a variety of organizations, including HTA bodies, academic institutions, pharmaceutical industry, patient groups, research companies, and consultancies.

This meeting facilitated a collaborative environment for members to present their research and share perspectives on the current status of HTA methodologies and decision making and how these must evolve to meet the challenges of HTA in the next decade. However, with challenge comes opportunity; while digitalization and innovation represent risk of disruption to HTA, there is clear potential to utilize new tools to harmonize and standardize HTA, improve efficiency, and optimize overall value and outcomes for patients and stakeholders.

Several Evidera staff members attended the HTAi annual meeting. In this ebook, we highlight key topics of focus during the 2019 meeting and our understanding of key takeaways, which both suggest HTA priorities for 2020 and beyond and describe how HTA can be expected to change in the next decade.

JOINT HTA: ONE SIZE FITS ALL?

There is a need for increased collaboration to help standardize assessments and reduce duplication, but is this feasible and valuable as a global approach?

THE RISE OF DIGITAL HEALTH: INNOVATOR OR DISRUPTOR?

Increased digitization has the potential to generate big data and improve HTA processes; how do we ensure this adds value and prevents disruption?

GLOBAL COLLABORATION IS REQUIRED TO OPTIMIZE THE VALUE OF RWE

Real-world evidence (RWE) has potential to help determine value of technologies for pricing, reimbursement, and market access (PRMA) decision making across the lifecycle of a product. However, significant challenges are associated with RWE generation and can only be overcome with global collaboration.

PATIENT INVOLVEMENT IN HTA

Patient preferences are increasingly included in HTA assessments, but how should this value be measured for inclusion in HTA methodologies and what is the overall benefit to manufacturers?

Joint HTA: One Size Fits All?

Efforts to harmonize HTA methods and increase joint working have been ongoing in various formats since 1994. The formation of the EUnetHTA initiative in 2004 represented a significant effort towards building a sustainable network for joint HTA in Europe, reducing duplication of effort and facilitating collaboration between European HTA bodies. Their core model for HTA decision making has seen widespread uptake across Europe and globally and Joint Actions, started in 2010, have moved HTA decision making towards a more collaborative approach. However, EUnetHTA's Joint Action 3 (JA3), which focuses on the production and uptake of joint work, will come to an end in 2020 with no plans for a further Joint Action.

The Future of Joint HTA

While it is currently unclear who will be the driving force for joint HTA in the future, it is apparent that to have impact in the next decade, improvement in the quality and quantity of joint assessments is required. Furthermore, the ongoing development and refinement of methodologies must also account for the anticipated increase in digitalization and innovative and complex technology to reflect the challenges of HTA in the new era.

With this in mind, there also remains the question of whether joint HTA should be mandatory in the future, or whether HTA is simply too context dependent for this approach. An informal in-conference poll suggested roughly half of the audience felt mandatory joint assessment would improve HTA and, thus, decision making. However, it is clear there is much to be considered before the implementation of such a mandatory policy.

The Rise of Digital Health: Innovator or Disruptor?

With the availability of over 300,000 health apps and an increasing collection of big data, there is a clear trend of digitalization in healthcare. This represents both significant potential for innovation and disruption of HTA and healthcare systems. To derive maximum value from digital health, there is an overall need to develop value frameworks to address the following issues.

RAPID ASSESSMENT OF DIGITAL TECHNOLOGIES

- There is a need to determine relative value and cost of new digital technologies to make appropriate PRMA decisions and avoid disruption of healthcare systems
- There is also a need to reflect the pace of digitalization in HTA assessment; technology is evolving rapidly and HTA assessment must keep up with this momentum in order to ensure optimal value for patients and stakeholders

EFFECTIVE UTILIZATION OF BIG DATA AND DIGITAL TECHNOLOGIES

- Availability and potential of big data should be harnessed to inform HTA assessment and decisions
- Digital technologies should also be implemented to promote efficiency of systems where possible

HOWEVER, THERE IS STILL WORK TO BE DONE IN PREPARING FOR AND EFFECTIVELY UTILIZING THE RESOURCES AVAILABLE VIA DIGITALIZATION

An example of this is the Organisation for Economic Co-operation and Development (OECD) 2016 assessment of readiness to develop national information for electronic health records (EHRs).[1] This study found that only 10 of 30 countries assessed are ready to learn from data in EHRs, and in order to further develop national health information and research programs, countries must improve their data governance and technical/operational readiness. This goes beyond action at an HTA level only and requires larger infrastructure and policy support.

[1] http://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=DELSA/HEA/WD/HWP(2017)9&docLanguage=En

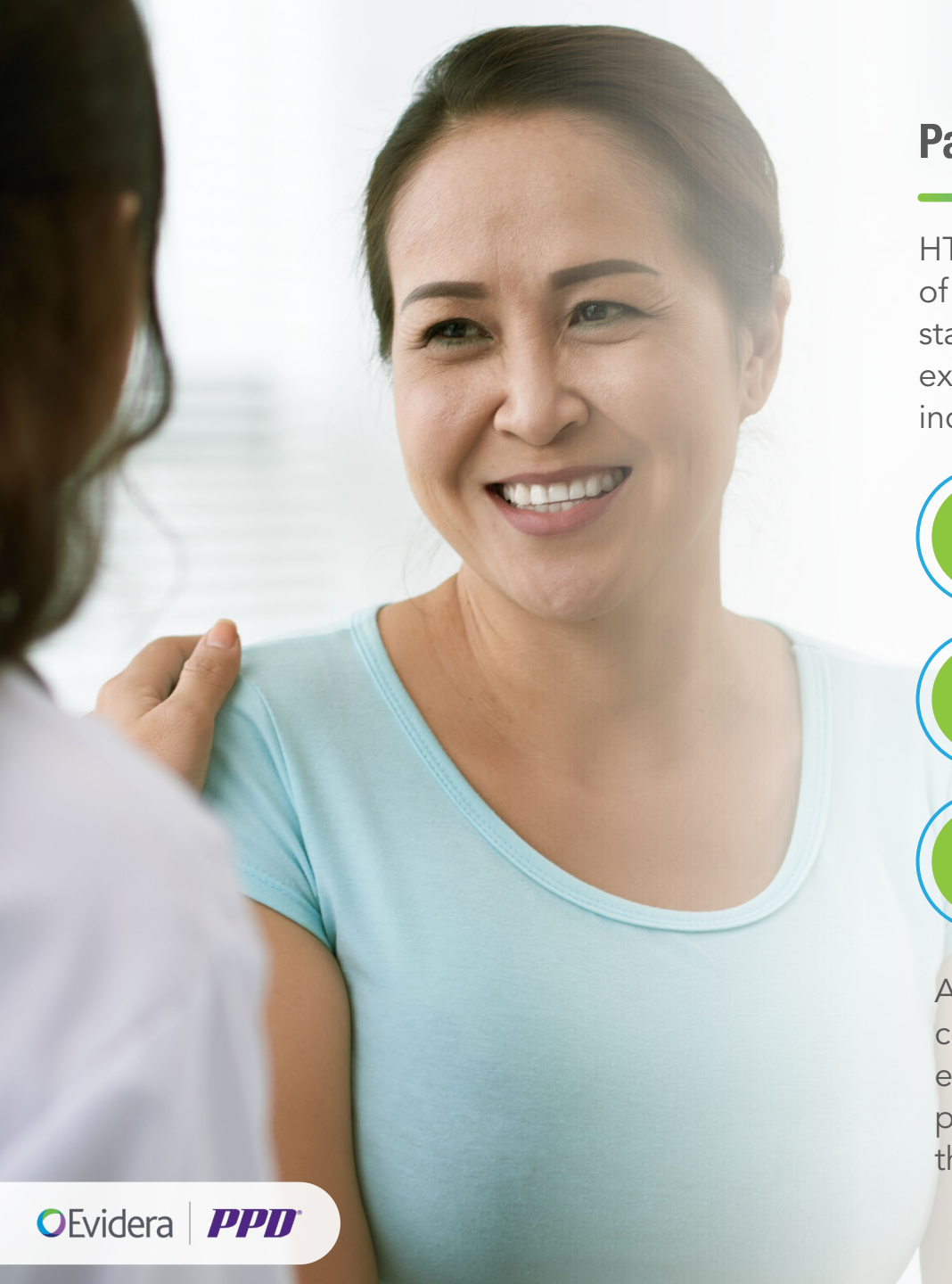
Global Collaboration is Required to Optimize Value of RWE

The current HTA landscape presents a perfect storm for health systems in the form of:

- robust pipelines of innovative and disruptive technologies
- increased demand for early and equitable access to promising technologies
- regulatory acceleration
- affordability crisis

In order to preserve healthcare systems, there is a need to put real-world data (RWD) to work in generating RWE beyond use and cost data, with a greater focus on demonstrating long-term clinical and cost-effectiveness of technologies. This evidence can be used to aid PRMA decisions beyond product launch and to ensure continued delivery of value and benefit across the lifecycle of the product. However, collection and use of RWD is limited by IT systems, legal constraints, budgets, and human resources. There is a need for global collaboration to overcome these challenges and drive the value and inclusion of RWE in HTA processes.

Examples of global collaborations include the International Network of Agencies for Health Technology Assessment (INAHTA) led joint task group on RWE, EUnetHTA's JA3 Work Package 5, and various post-licensing evidence generation (PLEG) pilots, among many other initiatives. These and future initiatives should focus on supporting the generation of RWE that can robustly demonstrate the relative value of new technologies, thereby justifying the removal of low value technology and ensuring delivery of value for patients and stakeholders.

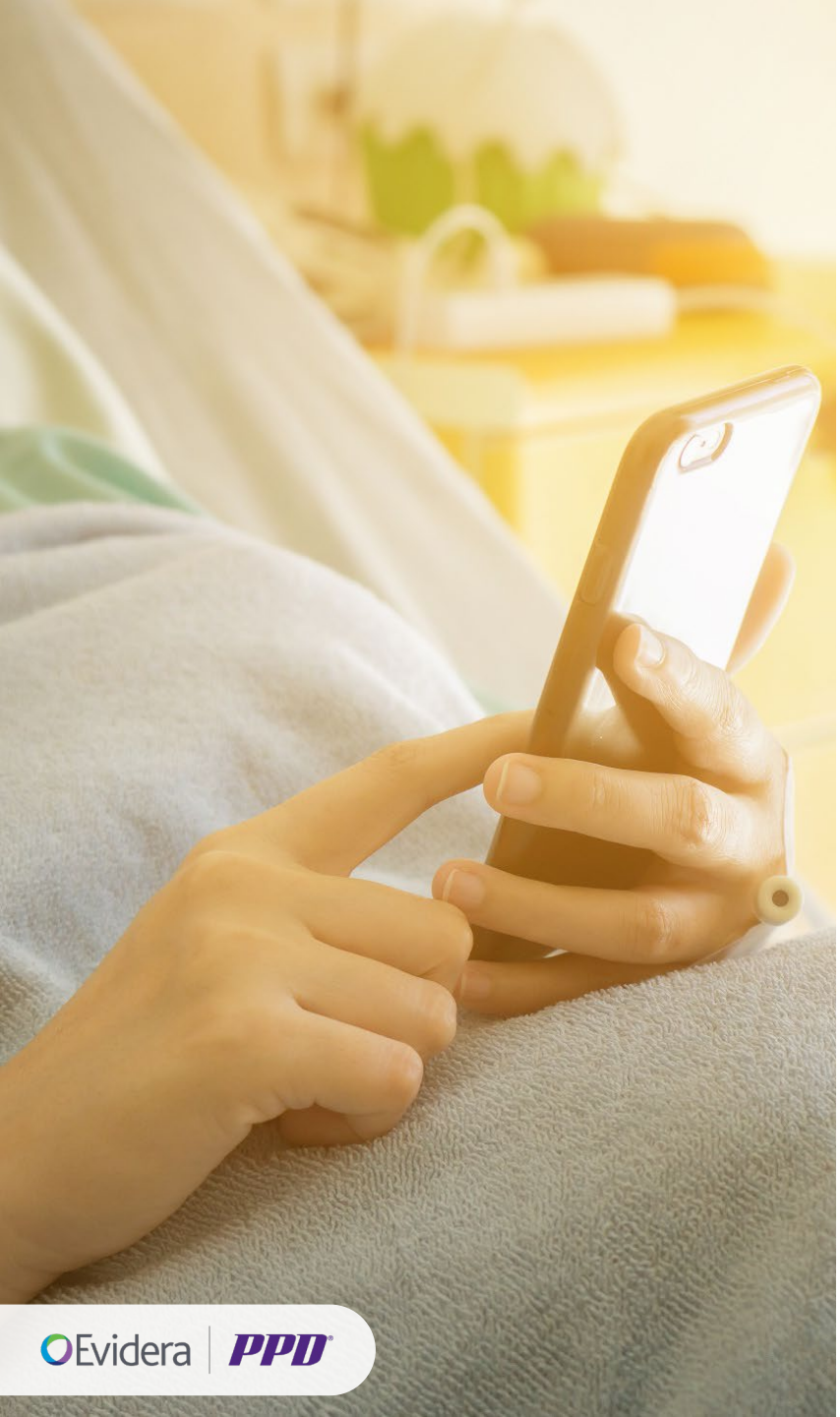


Patient Involvement in HTA

HTA trends demonstrate increasing involvement of patients and patient groups across different stages of the HTA process. Using NICE as an example, opportunities for patient involvement include:

- Individual statements
- Involvement in consultations
- Attendance at committee meetings

A review of NICE technology appraisal consultations found patients are involved earlier and more fully in the consultation, patient engagement is simpler and easier, and there is more inclusion of patient evidence.



Patient Outcomes Outside the Traditional Clinical Domains

HTA bodies are also increasingly recognizing key outcomes outside the traditional clinical domains, including patient preferences and perceptions of value. However, the way in which manufacturers should include these outcomes in evidence packages and the way their value is assessed and rewarded in technology assessments is unclear and inconsistent between HTA bodies. Until more standardized processes for patient involvement are determined, the Grading of Recommendations, Assessment, Development and Evaluations (GRADE) framework represents a good starting point for manufacturers wishing to include and demonstrate this type of evidence in their submissions.

Key Themes for HTA Beyond 2020 Clearly Include

- Standardization of assessments
- Increased digitalization
- Patient involvement
- The use of RWE

We should also expect to see payers implementing mechanisms to reduce HTA disruption in the face of digitalization, continuing innovation, and lessons learned from advanced therapy medicinal products (ATMPs). However, the way in which companies should prepare for this and how they will be rewarded for their efforts in PRMA decision making is still unclear.

For more information or to discuss your HTA and evidence strategy, contact info@evidera.com

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