

# **Oncology Market Access Europe – Payer and Industry Perspectives**

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## **Abstracts**

**Oncology Market Access Europe – Payer and Industry Perspectives answers your questions:**

What are payers looking for when making decisions regarding oncology reimbursement?

How are HTAs and other challenges affecting market access and what insight do payers offer?

How do payer decisions vary from market to market and what factors influence those decisions?

What will be the future role of real world data in payer decision-making?

What role do risk-sharing schemes, expanded access programmes and other pricing schemes play?

What factors should companies take into account when planning market access strategies?

Which innovations, such as PD-1 inhibitors, vaccines, personalised medicine and companion diagnostics show the most promise?

Oncology market access faces significant and mounting challenges as payers increase data requirements and financial austerity holds sway over decision-making. As pricing

and reimbursement requirements become more stringent, issues of development cost, risk and slow market growth are at the forefront. In order to achieve market access success, companies need to adapt their approach and include health outcomes data to meet payer requirements.

### **Critical insight**

Based on interviews and surveys with experts from the UK, Germany, Italy, France and Spain, FirstWord's Oncology Market Access Europe – Payer and Industry Perspectives lays out the current – and growing – challenges facing companies in getting drugs to the European market. Filled with compelling insight into the most pressing issues ranging from changing payer data requirements and financial austerity to the adoption of formalised HTA, the report offers critical strategies, knowledge and a roadmap to the future.

### **Key experts interviewed**

UK payer — Deputy Head of Medicines Management for a PCT with regional and local funding and budgetary decision making responsibility

German payer — Head of a national budgetary committee with national, regional and local funding and budgetary decision making responsibility

Italian payer — Pharmacist involved in purchasing of drugs and devices for hospital and with national, regional and local funding and budgetary decision making responsibility

Spanish payer — Professor of health economics and advisor to the Ministry of Health on pricing and reimbursement issues, with national, regional and local funding and budgetary decision making responsibility

French payer — Hospital pharmacist involved in buying medical products including drugs and medical devices for a group of nine hospitals with regional and local funding and budgetary decision making responsibility

Former oncology marketing manager, BMS

Oncology marketing manager, GSK

Oncology medical manager, GSK

Oncology market access, Pfizer

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## **7. CONTRIBUTORS**

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