

Value-driven Pharma: Integrating health outcomes across the product lifecycle

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Abstracts

Two recessions in a decade, financial austerity, and unprecedented pressure to prove product value to all stakeholders. There is no question that the pharma game has changed in the new "Outcomes Era", in which health economics and outcomes research (HEOR) departments have moved from the background to the driver's seat.

But how is pharma handling the new pressures to develop products that not only deliver blockbuster revenue but real world health outcomes, too? Are pharma companies truly integrating health outcome values into product development or merely paying lip-service?

In a rare and comprehensive insight into thriving in the "Outcomes Era", Value-driven Pharma: Integrating health outcomes across the product lifecycle tackles the issues that have not been publicly addressed in full. The report first looks at the current relationship between pharma and stakeholders, against a backdrop of economic recession. It also examines the disconnect between pharma's pledge to build value-driven products whilst failing to instil health outcome values at the critical early development stages. Filled with invaluable information from key industry insiders, the dossier is essential reading for R&D or medical directors, CEOs, heads of managed markets and anyone else interested in steering towards success in a tumultuous economic age.

Key Benefits

Attitudes toward drug reimbursement have been shaped by economics. In Value-driven Pharma: Integrating health outcomes across the product lifecycle, you will:

Understand the importance of endorsing a comprehensive approach to health

outcomes from the earliest stages of product development

Gain insight into devising strategies that incorporate health outcomes initiatives from drug discovery to market rollout

Understand how to approach payers on a case-by-case basis, tailor data and prioritise transparency

Be able to develop strategies that align health outcome initiatives across a number of teams, from managed markets professionals to health outcome liaisons

Filled with compelling and important insights into an evolving market, the report offers:

Detailed examination of the integration of health outcomes initiatives into drug discovery and early stage development

Advice on how to tailor health outcomes data to specific payers

Insight on best practices for enhancing relationships while overcoming payer skepticism of the industry

Up-to-date comparison of companies' efforts in launching health outcomes initiatives, as well as an analysis of their practices

A case study detailing the Economic Perspectives Implemented in Clinical Development (EPIC) from UCB Pharma.

Key Questions Answered

How do pharma companies compare in relation to health outcome initiatives?

Is there a demonstrable benefit to starting health outcomes research in early stages, as opposed to post-launch?

What can companies do to integrate health outcomes into R&D, in order to

ensure real-world value?

How can companies with a silo culture integrate aligned health outcomes into a matrix?

How can data be tailored and leveraged with payers?

Key quotes

“The need to be innovative in terms of bringing added value to the customer is clear. It was always there, but there was a certain tolerance, shall we say, of me-tooos and second-, third- and fourth-in-class for any given indication. Now, that level of tolerance is definitely gone.” Jonathan Plumb, Head, Market Access & Pricing, CNS at UCB Pharma.

“In this day and age it is all about outcomes. I don't talk about value because value has become a dirty word — overused and under-delivered. Outcomes, by contrast, is a word that speaks for itself.” Ashok Bhaseen, Vice President Marketing and Sales at Pediapharm and President of Thyroid Federation International.

“Value is the mantra right now. We have to demonstrate value in three different ways: Economic value, clinical value and humanistic value — the value from the perspective of payers, physicians and patients.” Siva Narayanan, Senior Vice President, Evidence Generation, Value and Access at Ipsos.

As the economic fallout of two recessions in a decade impacts pharma, the industry is focusing its attention on health outcomes initiatives.

In this report, you will discover:

The value of starting health outcomes research early—very early—and not after a product is launched and in need of ‘dressing up.’

The importance of innovation in both implementing and integrating health outcomes initiatives

The most current industry data, including a case study of the Economic Perspectives Implemented in Clinical Development (EPIC) initiative from UCB Pharma.

Why it's important to overcome a silo mentality and work within a matrix approach to ensure alignment of health outcomes initiatives.

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