



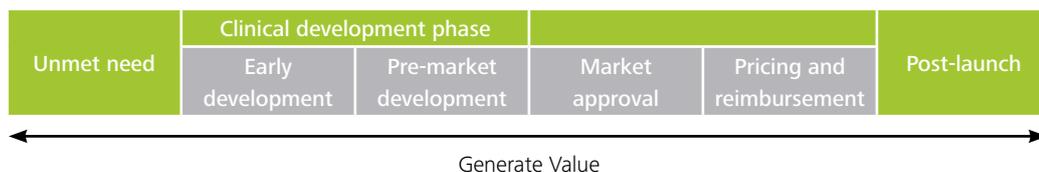
Demonstrating the value of
medical technologies
Accelerate your growth



The Deloitte Health Economics and Outcomes Research Group

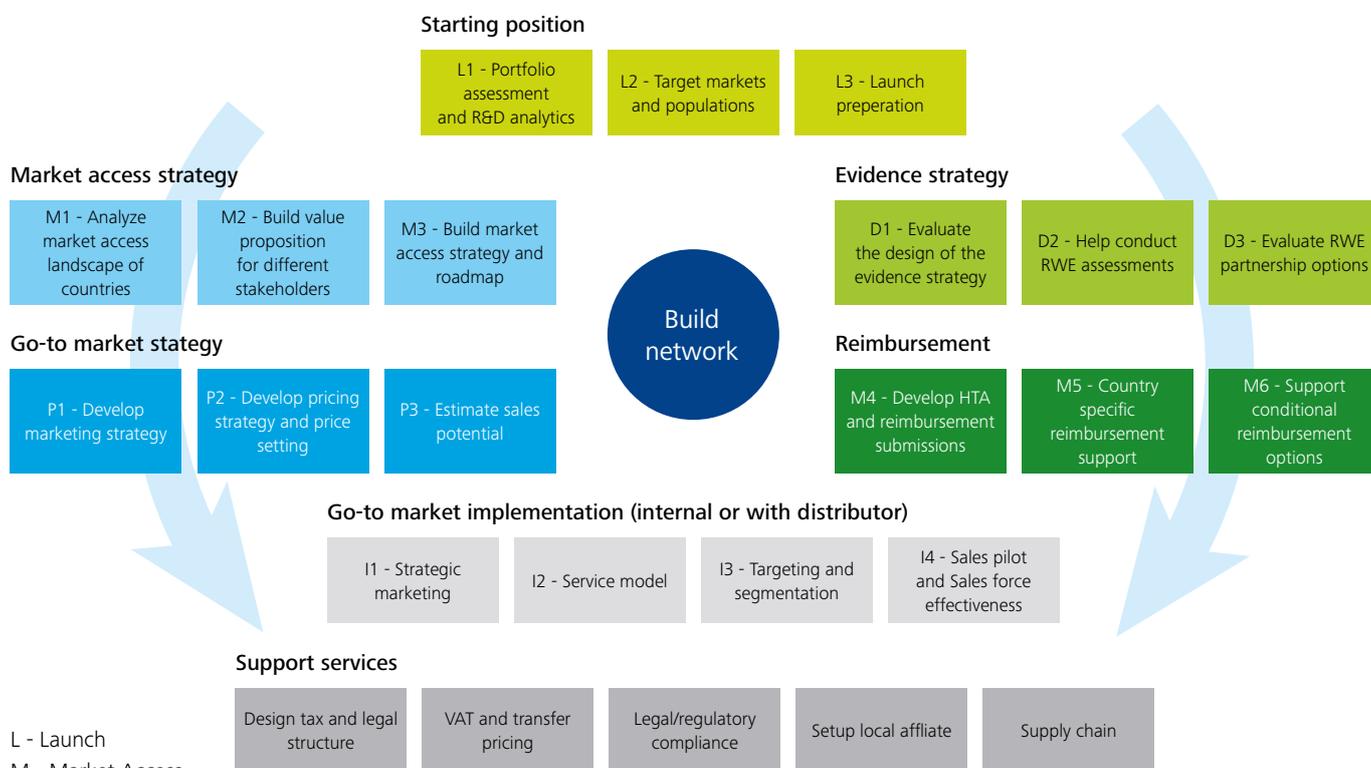
Demonstrating the value of medical technologies is necessary as a result of regulation and market demand. Due to the multiple dynamics of market access, to meet these requirements, the value of an innovative medical technology needs to be demonstrated to all the stakeholders.

This means that healthcare and biopharmaceutical companies need to generate the value of a product prior to launch, ascertain and enhance that value during launch and maintain that value throughout the lifecycle of the product, both additionally and comparatively.



Activities and service offerings

The Deloitte Health Economics and Outcomes Research Group combines the strategic life science and healthcare expertise with the cutting edge technical capabilities originated from robust application of theory and practical experience, therefore we know that to put a new product in the market, it is important to identify and demonstrate value (additionally and comparatively) throughout its lifecycle. Our group focuses on 3 main areas of service provision to address all value needs, from development through to post-launch marketing activities.

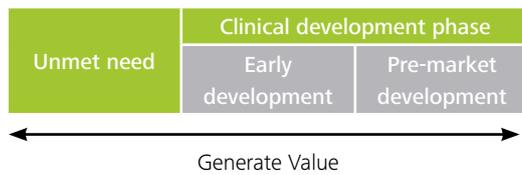


- L - Launch
- M - Market Access
- D - Data
- P - Pricing
- I - Implementation

*Network would include academics, KOL's, provider organisations, patient organisations, payers, purchasing organisations, distributors and other relevant stakeholders

Generating value

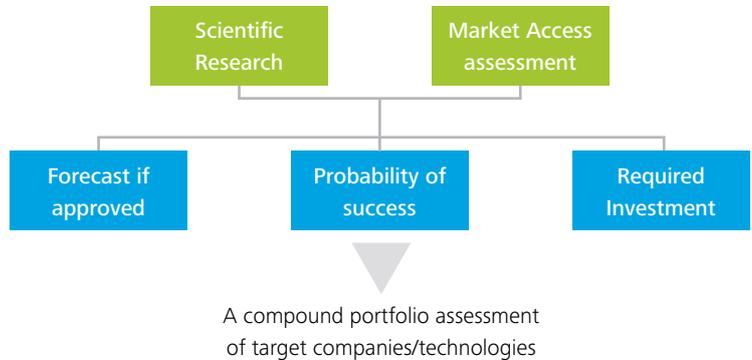
The potential and value of a new technology is determined by its characteristics, but also by value creation. The market “sweet spot” of a product can be either identified or determined, and many activities, across different fronts can support you in this journey, either if you want to bring it to the market, or turn it into an investment opportunity



Why perform a literature review?

- Due diligence
- Portfolio assessment
- Patent value assessment
- Licensing of new technologies
- Market and landscape assessment - to determine country launch sequencing
- Pricing strategy and assessment - reference pricing, value based pricing
- Evidence synthesis
- Burden of illness studies
- Epidemiology studies
- Indirect and Mixed Treatment Comparisons
- Global value dossier - elaboration and refinement
- Value story and value messaging - elaboration, testing and refinement
- Development of peer-reviewed publications - economic models, evidence based studies
- Literature reviews
- Policy white papers
- Advisory boards - any scope and focus area across the lifecycle
- Expert/Patient panels
- Corporate training on health economics - recommended especially for new biotechs/ start-ups

Technology Valuation and Portfolio Assessment



Example engagement

A private equity firm is planning to invest in a small innovative pharmaceutical company. Deloitte helped to assess the financial potential of the portfolio and probability of success to estimate the future value of the company.

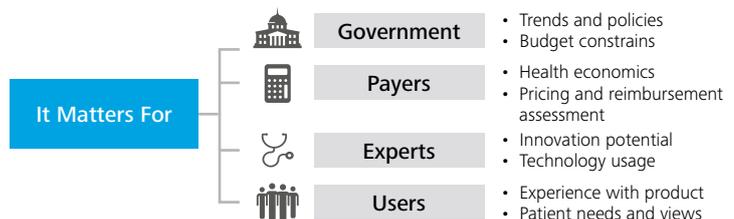
Global Value Dossiers



Example engagement

A large device company developed a technology for renal denervation to treat drug-resistant hypertensive patients. Deloitte built a robust value dossier and budget impact model for both reimbursement and commercial purposes.

Advisory Board



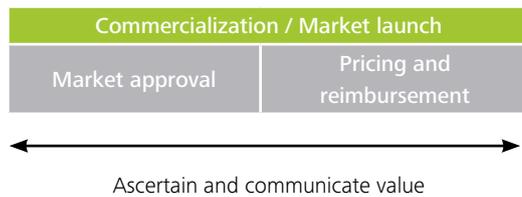
Engaging experts who can provide ideas and feedback to a company. Advisory boards are well established across all stages of product development and commercialisation

Example engagement

A leading biotechnology company was seeking specific insights for an innovative oncology product across several European countries. The focus was on the appropriate methodology and assumptions for its indirect comparison and economic models in each market. Deloitte organised a series of cross-country advisory boards (including moderation and handout exercises) indicating the pros and cons of the advisors’ suggestions from a market access, product, and company perspective.

Commercialization/ Market launch

Deloitte can help you plan and achieve your market access targets with strategic insights from our internal and external experts. In addition the team has a solid experience with pricing and reimbursement dossiers and economic models, designed according to the needs of each country's respective authority.



- Advisory board and expert panels to test/discuss:
 - Value proposition and messaging
 - Objection handling (national/regional/local authorities)
- Budget impact and cost-effectiveness models
- Service provision/ Process modelling
- Regional/Local payer approach and launch strategy
- Real world evidence generation plan
- Market access organization design, strategy, and internal value - for new biotech/ start-ups

Post-launch

An ever changing landscape and strong competition amongst assets adds a layer of complexity to a product's post-launch phase, requiring companies to continue gathering data evidence, reviewing and re-creating the technology.



- Evidence strategy assessment
- Preparation for reimbursement reassessment/ re-negotiation
- Outcomes research/Observational studies
- Global value dossier update and evidence synthesis
- Clinician/KOL panel to identify opportunities and hurdles with the use of the technology
- Economic model update/ Revision
- Local payer tool

Contacts

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