

Blind case study example: Market access and optimization

Outcomes measures and comparative effectiveness in oncology development

Client

- A major global pharmaceutical manufacturer
- Treatment of advanced oncology requires knowledge of current and future treatments and health care perspectives to align clinical and outcomes research direction in early phases of product development

Situation / Challenge

- With the growing development of biologics in the treatment of oncology, payers and technology assessment agencies globally are increasingly scrutinizing clinical and outcomes data for proof of value in new therapies
- To be viewed as innovative, the company must understand the current and future treatment comparisons for their therapy and develop their research approach to differentiate their product while demonstrating a positive impact on health outcomes

Our Solutions

- Market Access and Optimization: OptumInsight has the ability to provide real-world direction on comparative effectiveness issues and future requirements (via horizon scanning) facing payers, budget holders, and technology assessment agencies that will be key to successfully demonstrating the value of products and solutions with real-world data

Results

- OptumInsight designed and executed a detailed evidence map on the comparative thresholds, treatment comparisons, and outcomes parameters that were required to support future valuation
- The OptumInsight project allowed the client to understand the shifting market dynamics in an advanced oncologic treatment and to address their internal plans for specific high-cost disease support