The New REAlity of Relative Effectiveness

An International Comparison of Evolving Requirements

Relative effectiveness assessment systems are new, complex, and set to shape the future requirements for drug makers seeking reimbursement for new therapies in Europe.

Developing clinical trial data necessary for reimbursement dossiers is a costly process, and the information needs of regulators, reimbursement authorities, and payers are often very different.

This leaves pharmaceutical companies unclear on what are the best types of data to develop in order to secure reimbursement across multiple markets.

A New Study from IHS Global Insight

Our latest study *The New REAlity of Relative Effectiveness*: *An International Comparison of Evolving Requirements*, explores the types of data payers are willing to consider to approve and set reimbursement levels for a given drug.

The study will provide an invaluable resource to help pharma companies get their clinical trial data right the first time.

Answering Your Key Questions

Using primary research of payers in the United States, Canada, Australia, Germany, France, Italy, and the United Kingdom, the study will answer the following key questions:

- What clinical trial endpoints do payers want to see in order to inform their decision-making?
- How is Relative Effectiveness Assessment (REA) situated within the broader reimbursement decision-making process in each market?
- How is the use of REA evolving in this context within each market?
- Do payers value Patient Reported Outcomes (PROs) and does this vary by therapeutic area?
- What clinical trial designs best address payer information needs? How are the appropriate therapeutic comparators selected in each market?
- How do payers' clinical trial endpoint requirements vary by therapeutic area?
- How can markets be segmented, given the above information, in terms of market access strategy?

Report Table of Contents Includes:

I. Executive Overview

II. Methodology
   a. Scope of Research
   b. Research Objectives
   c. Sources

III. Country Analysis

Deliverables:

- Participation in the interview guide (requires verbal agreement by the end of January 2012)
- Report available online via our MyInsight platform and in PDF
- Cross Analysis PowerPoint available in PDF

Meet Our Experts

Gustav Ando leads the Healthcare and Pharma Practice at IHS. Formerly a healthcare analyst, he has extensive experience in the fields of market access, therapeutic development, drug safety, emerging markets and health outcomes. Previously Gustav has worked with pre-merger Pharmacia Corporation in New Jersey and Pharmacia AB in Stockholm. He is a graduate of Politics from the University of Durham and has a Masters degree in International Studies from the University of Uppsala, Sweden, specializing in healthcare politics.

Gaëlle Marinoni is a senior analyst in the IHS Healthcare and Pharma practice. Previously she was a consultant for Brandtectonics Access, a market access and clinical trial recruitment enhancement specialist. Prior to this, Gaëlle worked at IHS as a European research analyst and at the National Institute for Medical Research as a research scientist. Gaëlle holds a Ph.D. in Microbiology from the University of Western Ontario (Canada), a joint M.Sc. in Microbiology from the Pasteur Institute and the University of Paris VII and a Masters in Genetics from the University of Paris VII.

Our experts and our supporting team are available to answer your questions about the study and its findings.

IHS Global Insight Healthcare & Pharmaceutical Services

IHS Global Insight's Healthcare & Pharmaceutical practice provides a portfolio of intelligence solutions to optimize the performance of companies and organizations across the pharmaceutical, biotech, and generics sectors. Our key focus is to provide actionable insights to support strategic decision making—particularly in the fields of market access, pricing and reimbursement (P&R), emerging markets, generics strategies, therapeutic development pathways, and general competitive intelligence.

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