Pricing, Reimbursement and Market Access

PATH has contributed to the development of both provincial and national economic evaluation guidelines in Canada and has had years of experience reviewing national and provincial drug program submissions. Combined with experience obtained from the preparation of dozens of formulary submissions, PATH has developed an intimate awareness of what formularies require in submissions and what decision makers need. From this experience we have developed highly successful strategies to determine optimal pricing for products, for preparing valid and trustworthy submission dossiers and for maximizing market access and penetration.

In terms of pricing, PATH has developed a process whereby pivotal trial data is combined with rapid literature review information in a custom-made preliminary economic model to assess the likelihood of successful reimbursement status at different pricing strategies before a final price is set for the product.

Based on our knowledge of what formulary committees are looking for, the weaknesses of previous submissions, which assumptions are typically viewed unfavorably, and what decision makers ultimately need, we prepare our submissions accordingly to ensure the highest success rate possible.

Our economic evaluation and BIA submission dossiers are transparent and presented in understandable language in order to minimize requests for re-submissions.

Finally, PATH can help prepare and package value propositions and key messages for decision makers in order to maximize market access. These customized strategies and messages depend on the disease, technology competitive landscape and company needs, but may include literature reviews or analyses of administrative databases in order to highlight trends in the incidence, prevalence, mortality or general burden of the underlying disease. Similarly cost-of-illness studies can be conducted to highlight the relative importance of treating the disease for setting government funding priorities, or surveys and administrative databases can be used to highlight patient needs, gaps in patient management, utilization patterns or to position the technology's place in an overall treatment algorithm for patients. PATH's information specialists and statisticians can prepare detailed summaries of the scientific evidence of the safety, efficacy, comparative effectiveness and cost-effectiveness evidence at the national and international level to supplement the product's clinical and economic dossier.