

Global Pricing and Reimbursement Services

New Product Planning in an Evolving Global Pricing and Reimbursement Environment

The role of upstream global health economics and reimbursement (HE&R) planning teams is expanding as the demand for evidence of technology value by payers, hospitals, and other health care stakeholders increases. HE&R teams must maintain an understanding of major health system structures and nuances as well as anticipate and communicate reform initiatives that could affect product development, business development, commercial launch and life cycle management activities. This knowledge is essential to assess evidence needs and customize go-to-market strategy in target markets worldwide.

Health system sophistication will drive evidence needs. More developed systems have the infrastructure to make informed reimbursement decisions following a systematic evaluation of clinical and economic value propositions. In these markets, the demand for evidence is growing, and the margin between the evidence required for obtaining regulatory approval and market acceptance, is widening. Sweeping reform initiatives are underway in both developed and emerging markets, adding another layer of complexity to HE&R and product planning staff.

Boston Healthcare understands the importance of understanding these markets, and packaging and aggregating the information from a single perspective to understand country similarities and differences across territories, to developing a cogent universal analysis. Boston Healthcare works to integrate country-specific insights and strategies into a global approach that aligns clinical and economic positioning, as appropriate, to optimize market opportunities in and across our clients' markets.

The Boston Healthcare Global Team

With affiliates in over 25 markets, Boston Healthcare provides market planning and implementation activities to our clients. We firmly believe that on-the-ground, country-specific expertise is required to build effective pricing and reimbursement strategies. We use our core capability in pricing and reimbursement to inform our market analyses and business development strategies.

Summary of Services

- Pricing and reimbursement assessment and strategy development
- Data needs assessment and clinical study input
- Health economics modeling and outcomes research
- Global value dossiers
- Health economics and reimbursement infrastructure development



C R E A T E



N A V I G A T E



G R O W



A C H I E V E

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Case Studies

Due Diligence Support for Medical Device Innovator. Boston Healthcare was engaged by a global medical device manufacturer to support due diligence activities by assessing the US and European reimbursement landscape for the lead device product. The device was still going through the central decision making process in key European markets. Our in-market team performed primary and secondary research and accessed key central decision makers to meet project objectives. We learned that the manufacturer had an overly optimistic timeline for obtaining reimbursement in two key European markets. This finding alone had a significant impact on the valuation of the company and the final acquisition price.

Global Infrastructure Development for Medical Device Company. A large, global medical device company asked Boston Healthcare to develop a global health economics and reimbursement (HE&R) infrastructure. This need was triggered by an evolving portfolio strategy into disruptive devices that demanded evidence-based value analysis and planning. Historically, the HE&R staff had little input into clinical evidence planning and there was no process or communication channel to feedback O-US country customization requirements. Boston Healthcare analyzed the portfolio of businesses by key HE&R drivers, and performed an internal situation analysis and external benchmarking analysis. We discussed multiple options with the company's executive team before recommending a structure that positioned the global HE&R function to be part of a core product development team to assess, communicate, and capture global evidentiary needs.

US and European Pricing Analysis for Orphan Drug Innovator. Boston Healthcare conducted a pricing analysis in the US, and select markets in the EU, for an orphan drug for which there was no other pharmacologic intervention. At the outset of the project it was clear that coverage would exist for the drug in all markets; as such, the focus was on limitation of access and how payers and specialists perceived the value of the drug versus transplant, the only current treatment available. The assignment also considered the impact of pricing from a global perspective, including the sequencing of launch in the EU markets. Boston Healthcare brought a unique level of expertise to this assignment having completed several multinational orphan drug pricing assessment and strategy projects. We recommended pre-approval and commercialization pricing strategies as well as market-specific tactics.

Contact Information

To learn more about our global pricing and reimbursement capabilities contact us at:

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