eQuantX
EMPOWERING DECISIONS

MARKET ACCESS CASE STUDY

Navigating Reimbursement & Maximizing Market Access

Physician Prescribing Perspectives and Payer Insights

❖ Niche and Rare Solid Tumor

OBJECTIVES..

US's top pharmaceutical company is wanted to understand the reimbursement scenario as well as the payer's perspective around four different rare solid tumors (HCC, thyroid cancer, GIST, and NETs)

- Understanding the current market access scenario of prior approved drugs such as; targeted agents approved for thyroid cancer; Caprelsa, Cometriq, Nexavar, and most recently Lenvima. For NETs - Sutent and Afinitor, and the somatostatin analogues, Sandostatin LAR and Somatuline Autogel
- Specific prescribing restrictions in case of NRST therapies across the EU5 (For many NRST therapies, approval was first granted in another oncology indication (with a higher incidence and larger patient population) with subsequent label expansions into the niche indication; prescribers may face challenges in off-label prescribing for NRSTs)
- Understanding the Prescriber and payer's perspective on NRST therapies; challenges they do face in terms of disease burden, cost of the product and market access

METHODOLOGY..

eQuantX referred to a wide variety of proprietary and secondary sources to capture and validate the information nuggets.

A hybrid methodology is employed for this study, combining secondary research from publications, Health Technology Assessment (HTA) bodies, journals, trial registries, and other publicly accessible domains (data sources & links) with primary research. This comprehensive approach ensures a thorough and multifaceted examination of the collected data points.

Primary research involved in-depth telephonic and face to face interviews with the Payers, target HCP's, regulatory bodies, to understand the overall drug utilization, market access and reimbursement scenario around niche & rare solid tumor therapies

Geography	Key Stakeholders
GERMANY	Payers - 45
FRANCE	Oncologists - 52
ITALY	Regulatory KOLs - 21
SPAIN	
UK	

RESULTS..

To gain a comprehensive understanding of the entire market and address identified gaps from secondary research, in-depth discussions were conducted with experts. The research output aids the client in evaluating EU markets by incorporating perspectives from payers and specialists in the treatment of niche and rare solid tumors.

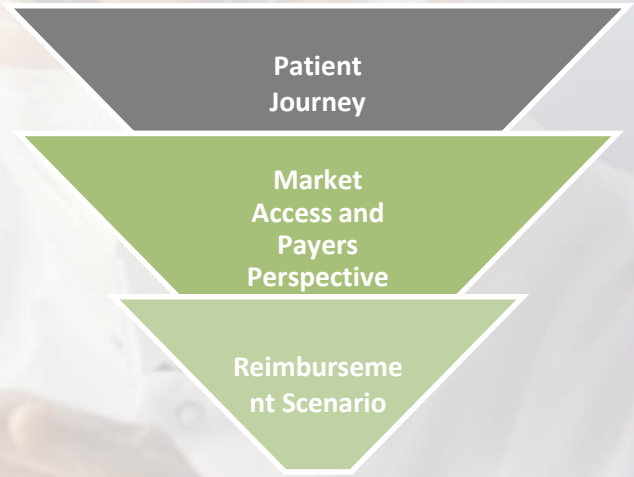
Sample Pages (Insights Gathered)

- Most surveyed oncologists in France, half of surveyed oncologists in Germany, and around 40% of surveyed oncologists in Spain and the UK consider PFS to be the minimal acceptable primary end point for a trial in the second-line setting for well-differentiated, unrespectable, metastatic pNETs
- Except for Spain, surveyed oncologists are largely split between Afinitor and Sutent as an acceptable comparator; in Spain most, surveyed oncologists chose Sutent.
- A new second-line pNET therapy needs to offer around a four-month improvement in PFS or TTP for regulatory approval, according to EU5 surveyed oncologists

OUTCOMES..

Based on the research findings the recommendations for market entry strategy of a new therapy has been suggested to the client
The study involved 3 major segments

- Niche and rare solid tumor Patient journey
- Market Access and Payers perspective
- Reimbursement Scenario



About eQuantX

eQuantX Pharma Analytics Solutions is a leading provider of research and consulting solutions for life science companies, including those in the pharmaceutical, biotech, and med tech industries. Our specialization lies in delivering cutting-edge research and analytics solutions through a distinguished team that includes experienced therapy area specialists, researchers with domain expertise, pharmacists, data scientists, and software developers. This positions us at the forefront of the digital transformation within the pharmaceutical and biotech sector. Committed to driving innovation and delivering tangible results, our extensive service offerings span a spectrum of capabilities which include providing support to global pharma companies in competitive intelligence, market access, pricing and reimbursement support, asset valuation and forecasting, data analytics, patient analytics, HEOR, and real-world evidence generation support. With a global presence, our strategically located delivery centers in Gurugram and Bangalore, India, and Essen, Germany, ensure accessibility and collaboration with our clients. Additionally, we maintain a dedicated sales team in the United States. At eQuantX, our mission is to equip pharma leaders with the tools and knowledge needed to navigate the complexities of healthcare.

To know more, write to us at
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