

## MARKET ACCESS CASE STUDY

# Evaluating Product Potential US Payer Research

TPP Discussion



Therapy Area  
Orphan

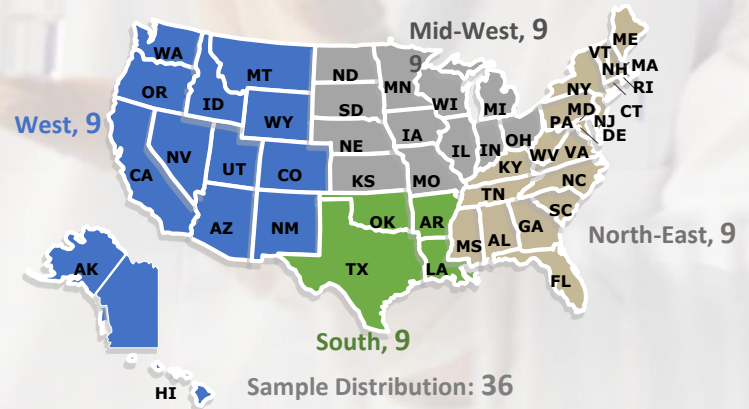
## OBJECTIVES..

Product Evaluation and Potential Price Point Analysis to Assess Payer's initial reaction to product X which is an early stage asset for an orphan indication. The objective of the study was to generate the market access insights with respect to following points

- Understanding current treatment patterns, identifying drivers & barriers, and unmet needs for product X
- Rating on product X attributes (Indications, Efficacy, Safety, Administration and Dosing, Mode of Action, Therapeutic Benefits, and Price)
- Factors affecting status of Pricing & Reimbursement
- Price point for product X, willing -to-pay price cap, and reasons of price cap/ % of the product price will be reimbursed/ co-pay
- Potential market for product X; Estimated Patient pool by indication types
- Market projections- 2021 to 2030
- Other findings related to new trends in the cell therapies
- Potential competition and market overview

## METHODOLOGY..

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



A detailed discussion has been planned with the leading payers (Insurance Providers) in US: UnitedHealth, Anthem, Kaiser Foundation, Centene Corp, Humana, Cigna Health, HCSC, CVS, Molina Healthcare, Aetna etc. and PBM, also with the govt. payers: Medicare, Medicaid, Managed Care Organizations, TPAs and Government Agencies including Other Federal Payers i.e. GEHA/ VA across US regions, who are responsible for processing patient eligibility, enrollment, claims, payment and make informed, evidence-based decisions on which treatments to fund

## RESULTS..

Insights gathered on product-X profiles and its potential price points, patient estimation for HSCT and the given indication. Data collected around clinical points, screening, diagnosis, severity, treatments related to given indication in HSCT through specific KOLs/expert interviews:-

- Incidence/ Current HSCT cases
- HSCT by donor/graft type, recipient age
- Most common indications for Allo-HSCT/ Auto-HSCT, graft failure and rejection cases
- Unmet needs in HCT patients with graft failure and rejection; clinical presentation, challenges in managing the graft failure and graft rejection, and widely used treatments

## OUTCOMES..

The output of the research helps client in assessing payer's initial reaction to product X, identifying potential pricing and reimbursement scenarios for product X, and further recognizing drivers to product X, HSCT cost break-up, coverage and current reimbursement structure

The research findings support client in understanding the top unmet needs in HSCT patients, the potential market for product-X and provided the clear understanding on the potential 'Pricing vs. Market Share' which helped client in formulating 'Pricing Strategy for product X'

---

### 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 [corporate@equantx.com](mailto:corporate@equantx.com) or visit us at [www.equantx.com](http://www.equantx.com)