CASE STUDY

Conceptualising alternative funding routes in women's health

The challenge

Achieving broad public reimbursement at target prices can be challenging when value is demonstrated purely through quality-of-life improvements. Our client sought to determine whether alternative funding routes might offer an opportunity to support access – across a range of global markets.

Our approach

- Developed concepts for alternative funding pathways in each market, and identified barriers / opportunities to accessing these.
- Primary and secondary market research to evaluate appetite and viability of the different concepts – capturing perspectives of decision makers and influencers in each pathway (e.g., employer, self-pay, insurance, and innovative support mechanisms).
- Worked closely with country teams to develop local implementation plans for prioritised concepts (including evidence, stakeholder engagement and communication strategy).

How we made a difference

- We provided clear direction on what was necessary to access alternative funding pathways in the result that broad public reimbursement was not achieved – allowing timely preparation for engagement with non-traditional access stakeholders.

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