CASE STUDY

Reviewing health technology assessment (HTA) landscape in gastrointestinal (GI) cancer

The challenge

To prepare for joint clinical assessment (JCA) for a new asset, our client wished to gain an understanding of key drivers of HTA decision making in upper-GI malignancies.

Our approach

- Protocol-driven review of previous HTA submissions across 5 markets to identify key aspects of evidence submissions which drove positive or negative HTA decisions.
- Conducted gap analysis of current health economics and outcomes research (HEOR) plan and developed strategic evidence generation recommendations to fill and mitigate gaps.
- Validated findings and recommended strategies with key HTA experts, including prioritisation and impact of key activities.

How we made a difference

- We optimised the client's evidence generation plans and proposed new approaches to ensure a strong evidence base for asset launch and commercialisation.

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