CASE STUDY

Determining patient preference towards treatment characteristics

The challenge

Demonstrating the value of a product when differentiation is driven by product characteristics, rather than differences in safety and efficacy can be challenging. Our client sought real-world evidence that these product attributes are meaningful to patients and should be valued accordingly during reimbursement assessments.

Our approach

- Partnered with the client at both global and country levels to ensure the study aligned with global and local evidence priorities.
- Collaborated closely with a steering committee to design survey questions that capture the most important aspects of patients' lived experiences and what they truly value from treatment.
- Led a coordinated recruitment effort with patient advocacy groups, driving high survey participation in a rare disease population.

How we made a difference

- Our study generated multiple peer-reviewed publications, which helped our client to more effectively demonstrate the burden of disease – and the value of their product.
- Study results were incorporated into health technology assessment submissions.

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