CASE STUDY

Innovative approaches to estimating value-based pricing potential for early pipeline products

The challenge

Estimating price and sales volume potential for early pipeline products across multiple markets is difficult when only a target product profile (TPP) is available. Our client was looking to identify new methods to forecast pricing and volume potential in England, France, Germany, and the United States.

Our approach

- Generated new method concepts for the estimation of payer value and healthcare professional uptake, mirroring a range of country health technology assessment (HTA) approaches to value assessment.
- Tested the methods for a pilot indication and TPP.
- Critically reviewed methods across key themes, including ease of implementation, alignment to HTA body perspectives, and limitations.

How we made a difference

- Two of our methods were both novel and high-value-adding for our client. One was added to the value proposition, and the other highlighted the price discount required to displace preferentially positioned products on formulary.

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