

INTERNATIONAL REFERENCE PRICING, LAUNCH SEQUENCE OPTIMISATION AND LIFE CYCLE MANAGEMENT

Global healthcare costs are rising, resulting in many countries establishing strategies to control prices by referencing similar or comparative products. It is becoming increasingly important for pharmaceutical, biotechnology and medical device companies to look for ways to maximise revenue and profit, through optimising launch sequencing and life cycle management.

Navigant's Life Sciences practice has developed a proprietary international reference pricing model for therapeutic reference pricing, parallel trade and generic entry, to inform understanding of anticipated price evolution over time. We have also developed a database of formal and informal rules, and where required, can partner with companies to validate their understanding through partnerships with affiliates.

Navigant's model simulates the impact of IRP and TRP, as well as parallel trade and generic entry, to quantitatively assess the impact on drug prices across all major markets including EU28, APAC and US.

The model is fully customised for the manufacturers need to include modules considering life cycle management (e.g. generic entry) and currency fluctuation, and simulates annealing parameters to yield optimised launch sequences across all markets.

NAVIGANT'S PROPRIETARY INTERNATIONAL REFERENCE PRICING MODEL



MODEL DEVELOPMENT:

- Business requirements
- Functionality definition
- Output definition
- Identify key variables
- Technical specification
- Requirements prioritisation

DATA & REPORTING:

- Product specific data collection
- Validate data

MODEL DEVELOPMENT:

- Develop detailed design
- Build model and refine assumptions
- Test, validate and review

DATA & REPORTING:

- Assumption documentation

MODEL DEVELOPMENT:

- Model documentation
- Run simulations, test logic and functionality
- User training module

DATA & REPORTING:

- Final analysis
- On-site training
- Scenario testing workshop



The outputs from Navigant's model include impact to volume, price and revenue as well as parallel trade. Using a dynamic launch map, the model can provide an optimised price and launch sequence for any given pharmaceutical product.

Within a set window, the launch and reimbursement dates can be optimised based on a divergent set of rules and

country baskets that can differ from manufacturers expected launch prices and sequences.

While manufacturers are often able to secure higher prices for therapies in free-price markets, the model can clearly demonstrate the spill-over impact of referencing (both formally and informally) across countries and within therapeutic groups.

Launch sequences have previously been optimised based on the implications on major markets.

Navigant's model enables assessment of a large number of markets that employ varying IRP and TRP rules, to assist manufacturers in identifying an optimised price and launch sequence strategy.

LIFE SCIENCES GLOBAL MARKET ACCESS CENTER OF EXCELLENCE:

ENVIRONMENT:

- Payer / stakeholder mapping
- Unmet needs & value driver assessment
- TPP Assessment & evidence requirements
- Payer funds flow / care re-design & pathway implementation
- Coding/Billing & Reimbursement Analysis

VALUE:

- Value Proposition Optimization
- Key Value Message Testing by stakeholder group
- Value story development
- Objection handling
- Roadmap for launch
- BD&L Assessments

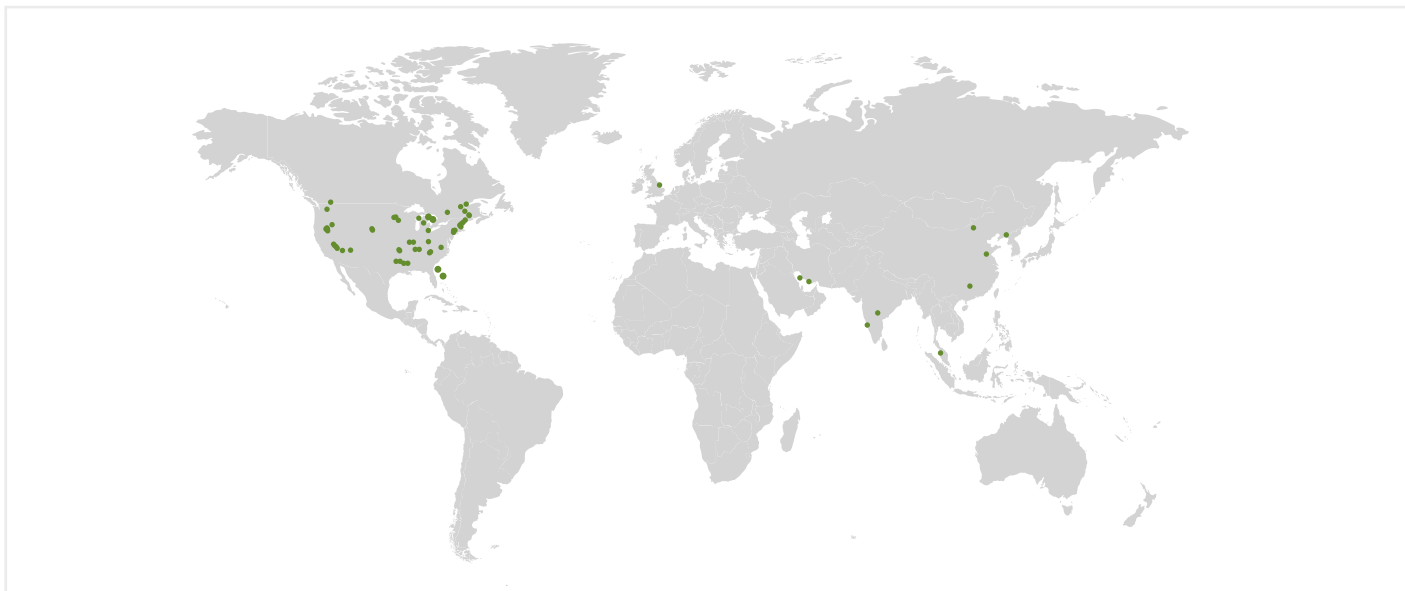
PRICING & REIMBURSEMENT:

- Qualitative Price Assessment
- Quantitative Price Finding & Access Studies
- Price build-up models
- Innovative pricing, contracting & managed entry agreements
- International Reference Pricing & Launch Sequence Modeling
- Mock Negotiations

EVIDENCE & Non-Interventional Studies:

- Clinical trial design & evidence requirements
- Retrospective Chart Reviews
- Pharmaco-epidemiological studies
- Patient / caregiver reported outcomes
- Registries
- Data mining

NAVIGANT'S GLOBAL OFFICES



- **Expertise in Pricing, Reimbursement & Access:** A dedicated global team with deep expertise in pricing, reimbursement and market access across product development and lifecycles
- **Global Network of Stakeholders:** Access to a broad range of stakeholders including national, regional and local payers, pharmacists, key opinion leaders (KOLs), physicians and patients
- **Rich Knowledge of Major Therapeutic areas:** Oncology, immunology, pain, cardiovascular, metabolics, antibiotics and vaccines
- **Rigorous Analysis to Deliver Tailored Actionable Insights:** Advanced analytics, innovative methodologies, and qualitative and quantitative research techniques designed to bring actionable insights
- **Industry Experience:** Extensive pharmaceuticals, biotech and medical devices experience in both commercial and clinical development
- **Global & Regional Perspectives:** We have the ability to deliver global, local and affiliate engagements through our global capabilities and resources

NAVIGANT'S LIFE SCIENCES EXPERTS

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