Demonstrating the value of digital solutions in market access

Dutnam Inizio Advisory

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Background and objectives

- The exponential growth of available information and data in the field of market access makes it challenging to collate and communicate essential insights to stakeholders in a timely manner
- Our aims were to design AI-based and non–AI-based digital solutions to address these challenges and to assess the value these solutions added to the process

Methods

- Internal experts identified the following key areas where digitalisation could be leveraged, and solutions designed accordingly:
 - Gathering country-specific information
 - Gathering market/drug information at a global level
 - Rendering synthesis results on a user-friendly platform
- Digital solutions were compared with non-digitalised methods of gathering and rendering market access data in real-life applications

Results

Digital solutions demonstrated their efficiency by accelerating data assessment and providing frequent automated updates with robust and wide-scale information. Rapid data access and enhanced user experience at different levels of stakeholders are facilitating data dissemination, collaboration, and decision-making in the field of market access.

Digital solutions

For country-specific information

For market/drug information at a global level

CEESPlorer Internal tool developed using R-Shiny



100+ key outcomes **220+** economic opinions Institutional sources

CEESPlorer application

All EOs published by the French HTA body (CEESP) since 2014 are extracted and integrated in an R-Shiny application in a dynamic way. The CEESPlorer application allows users to explore the EOs, as well as the methodologic reservations with more than 100 outcomes of interest.

Executive summary of the CEESPlorer application

This database supports various analyses of EOs, either in house or for clients (data analysis, monitoring of CEESP publications, and search related to specific topics, such as therapeutic area, type of reservation, structural choice). It enables our teams to stay up to date on the French HTA economic environment to guarantee the high quality of the evidence that can be added to work.

Overview of CEESPlorer interface and results

Figure 1 shows a visual representation of CEESPlorer's interface, accompanied by several graphs showing examples of the results that can be generated by the application (e.g., the number of opinions by therapeutic area; the distribution of opinions by product type, types of reservations, and validated ICERs). These visuals highlight the functionality and effectiveness of CEESPlorer in delivering valuable insights.

15+ data sources
50+ diseases
~20,000 unique assets
~200,000 trials
~3,000 mechanisms of action
17 in-house algorithms



AssetNav

HTA73

Navigate therapeutic landscapes with confidence

Integrated platform for strategic assessment of assets

The web interface provides real-time access to pre-structured/merged data from 10+ sources that can be rapidly refreshed, with the ability to instantly display and restructure information or present multiple assets on a prioritised basis.

Support in decision-making

This application enables real-time strategic decision-making with a summarised view of data in strategic charts (market, disease, biomarker, asset, trial level, etc.) and comprehensive scoring across various scientific, regulatory, and commercial attributes.

Al-supported insight generation

Trained machine language and AI models add the ability to predict and interpret key insights from trial data, such as anticipated time to market, patient-type categorisation, expected line of therapy, and other results.

Figure 2. AssetN	lav interface and results			
Log-in	Narrow Scope	Add Filters & Build Query		
	AssetNAV		AssetMAN	



To synthesise results on a user-friendly platform



<complex-block>

Value platform Access and disseminate value communication materials

Centralised portal



Online interactivity Intuitive navigation

The value platform hosts a suite of interactive materials communicating the value of the studied product. It is a centralised portal for all references and evidence sources with a streamlined and user-friendly interface.

Interactive value communications

The interactive value communications zone can host product value presentations, electronic global value dossiers, and objection handlers, with the content linked across

Figure 3. Interactive value platform components



Conclusion

By retrieving vast data sets and keeping them up to date dynamically; extracting relevant insights from an ever-growing corpus of documents; and facilitating the target audience's understanding with user-friendly interfaces, digital solutions can offer valuable support in timely generation and dissemination of market access insights.

Abbreviations: AI, artificial intelligence; BIM, budget impact model; CEESP, The Economic and Public Health Evaluation Committee (Commission d'évaluation économique et de santé publique); CEM, cost-effectiveness model; EO, economic opinion; HTA, health technology assessment; ICER, incremental cost-effectiveness ratio; QALY, quality-adjusted life year

communications by core value messages, where relevant, and all references and associated resources stored in the central evidence repository **(Figure 3)**.

Enhanced user experience

The value platform has been designed to provide an optional experience for all users, with features available to allow for easy onboarding, navigation, and collaboration.

All supporting references and resources are catalogued on the platform and available for download (in accordance with copyright) for ease of access iValue Communications Suite

- Structure: Foundational <u>core value messages</u> link all 3 areas and are substantiated by supporting data
- Target: Customisable filters allow users to tailor content to their needs
- **Navigate**: Menus and links allow users to quickly navigate to content of interest and select from a choice of digestible views to suit their preference
- **Export**: Download and copy functionalities allow users to easily start developing HTA submissions etc.
- Customise: Rollout a standalone communication or utilise the full iValue suite

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