

A Healthcare Consultancy Group Company

Utilizing RWE and HEOR
throughout the product lifecycle:
from product positioning to market
access and reimbursement

Lumen Value & Access

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Different perspectives on challenges and opportunities for using RWE, HEOR, and Market Access throughout the product lifecycle



Industry Perspective Lucinda Orsini, MD, MPH

VP, Value and Outcomes Research COMPASS Pathways



Real-World Evidence Kathy Belk

VP, Real-World Evidence & Data Analytics Lumen Value & Access



Health Economic Modeling Koen Degeling, PhD, MSc

Research Scientist, HE Modeling & Analytics Lumen Value & Access



Market Access and Pricing Ramiro Gilardino, MD, MSc

Sr Director, Head of Global Access, Value & Pricing Lumen Value & Access

Discussion with Speakers and Audience

RWD and Value Proposition "Life Cycle"

Real World Evidence Crosses the Product Life Cycle and Value Paradigm

- Develop an understanding of:
 - the disease, available treatment, burden, patient population, and reimbursement

Informs:

- Clinical trials including endpoints and design, economic models, and place in therapy and VALUE PROPOSITION
- Start with the end in mind
 - What do you want to say
 - When do you want to say it
 - Who do you want to say it to?



Epidemiology Disease Guidelines Humanistic Current Economic Reimbursement definition burden of burden of treatment landscape disease patterns disease Cost-effectiveness Unmet medical Clinical Patient-reported **Budget-impact** need evidence evidence outcome evidence evidence evidence Medical Therapeutic Value for importance value benefit money impact Compelling value proposition

Value communication plan – development and implementation

Regulators

Patients

Payers

Key opinion leaders and physicians

patient advocacy groups

Approval (efficacy, safety, quality) Education and awareness Formulary uptake and reimbursement Guidelines inclusion

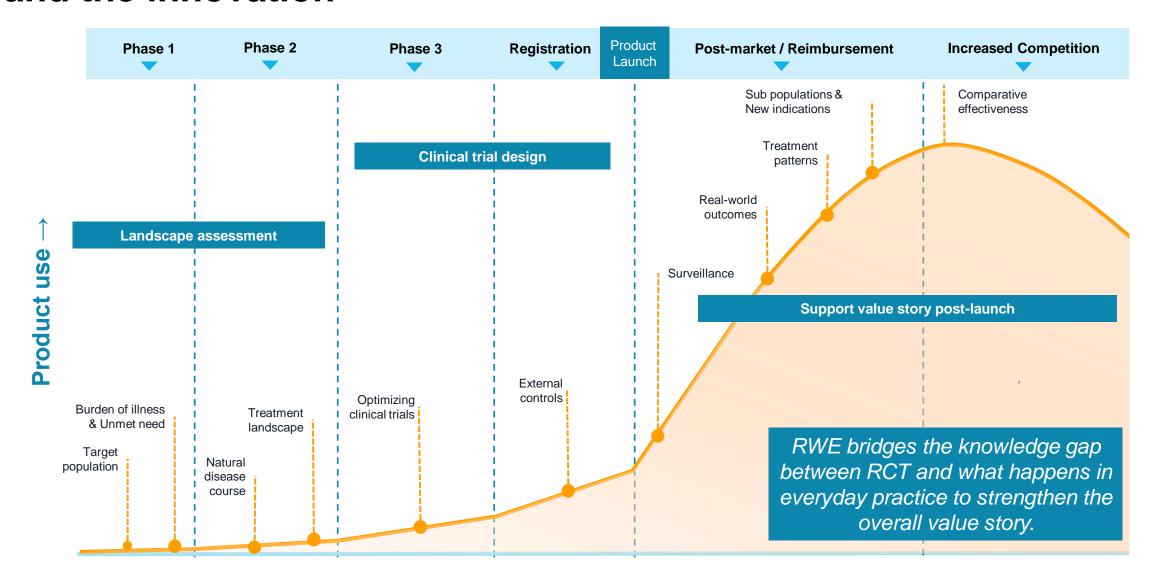
Patient and political acceptance

Politicians and

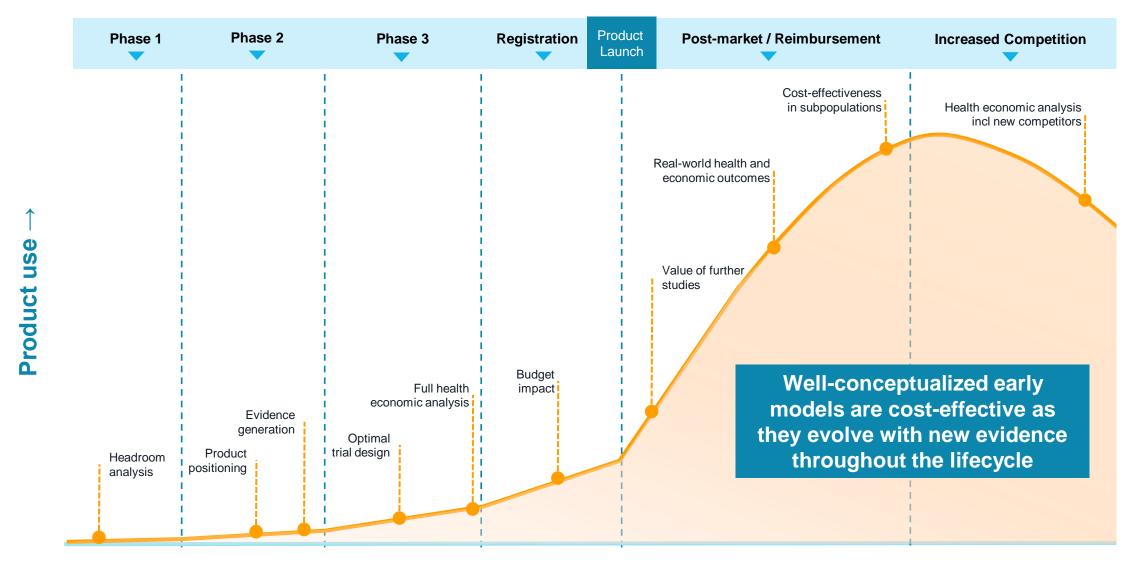
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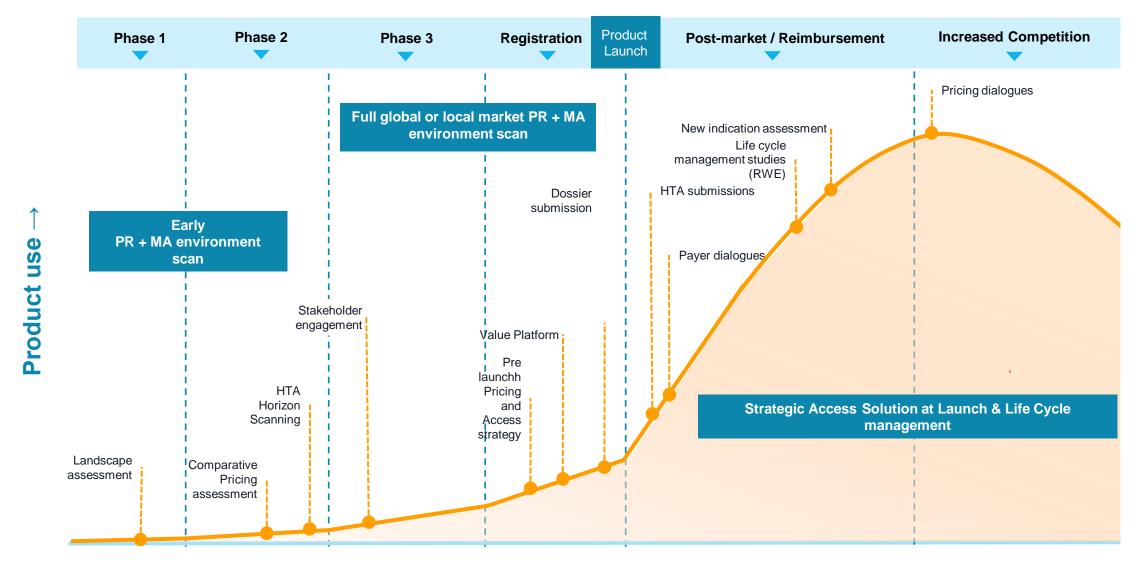
Providing REAL understanding of the disease, the landscape, and the innovation



Early health economic modeling for effective and efficient product placement and evidence generation



Timely market access strategies to ensure consistent messaging and establish evidence requirements





Discussion

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Thank You!

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Come and meet the Lumen Value & Access team at Booth 202!

