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Value & Access

A Healthcare Consultancy Group Company

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

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Monday, May 16, 2022

ISPOR 2022, Washington, DC



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
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Health Economic Modeling
Koen Degeling, PhD, MSc

Research Scientist, HE Modeling & Analytics
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Market Access and Pricing
Ramiro Gilardino, MD, MSc

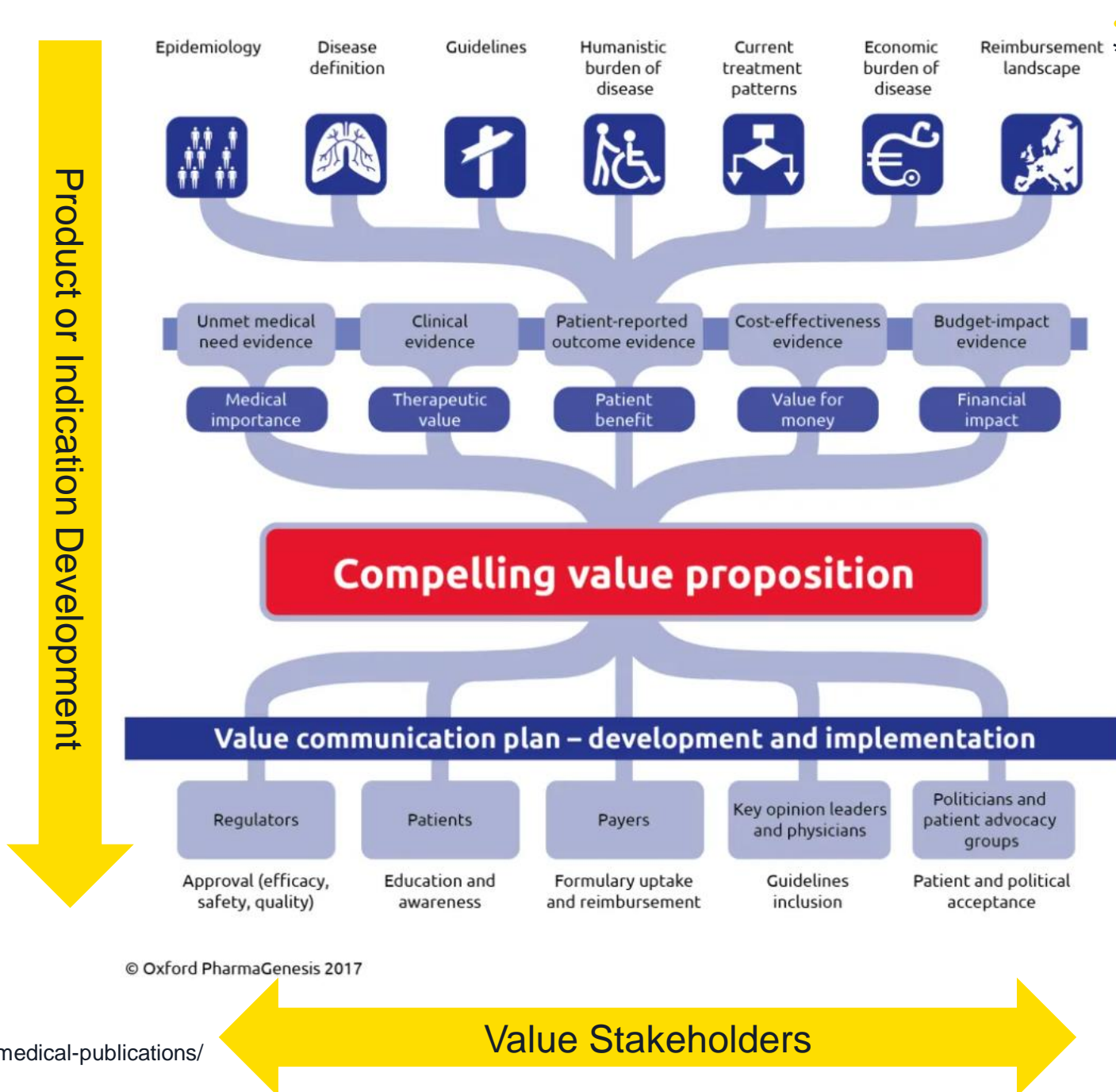
Sr Director, Head of Global Access, Value & Pricing
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Discussion with Speakers and Audience

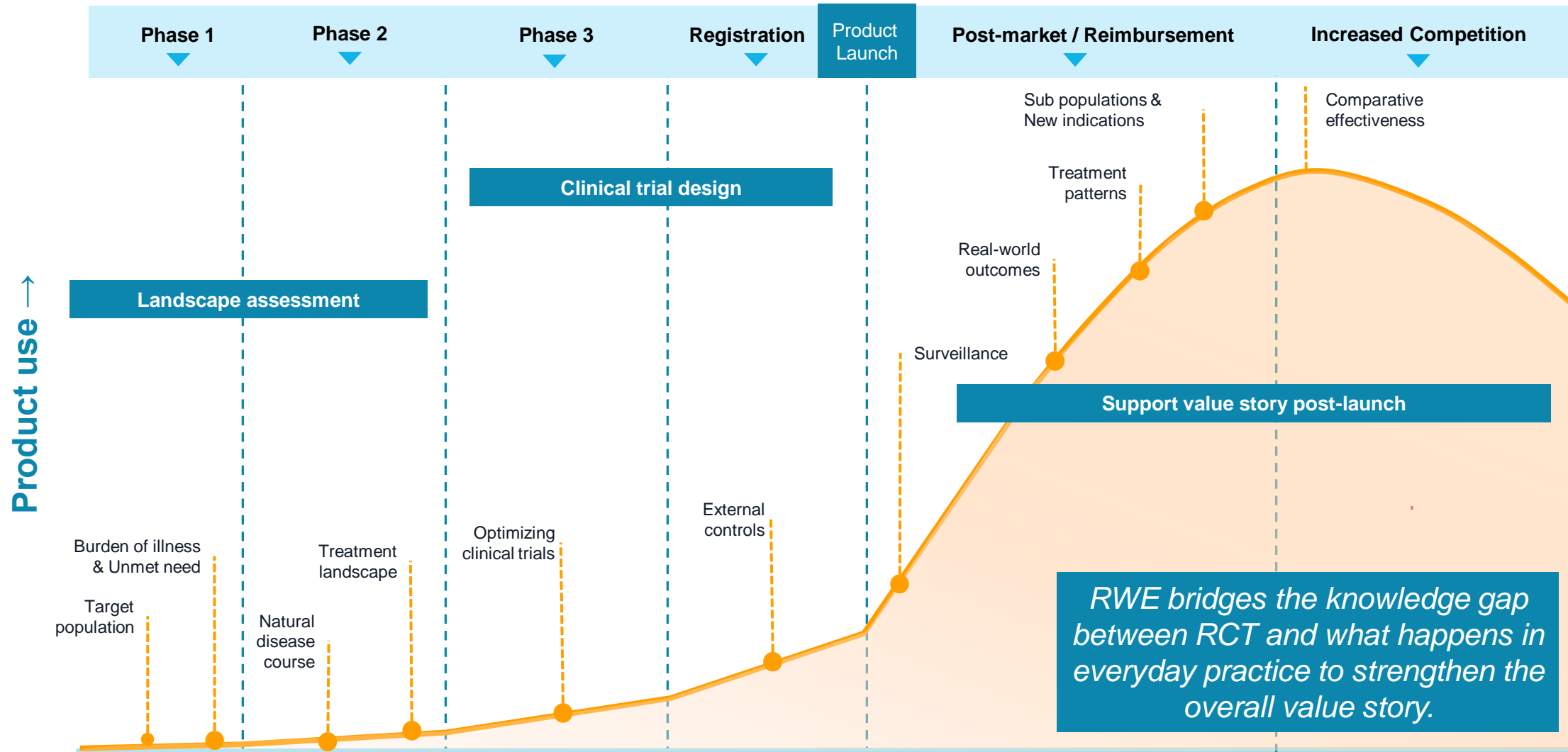
RWD and Value Proposition “Life Cycle”

Real World Evidence Crosses the Product Life Cycle and Value Paradigm

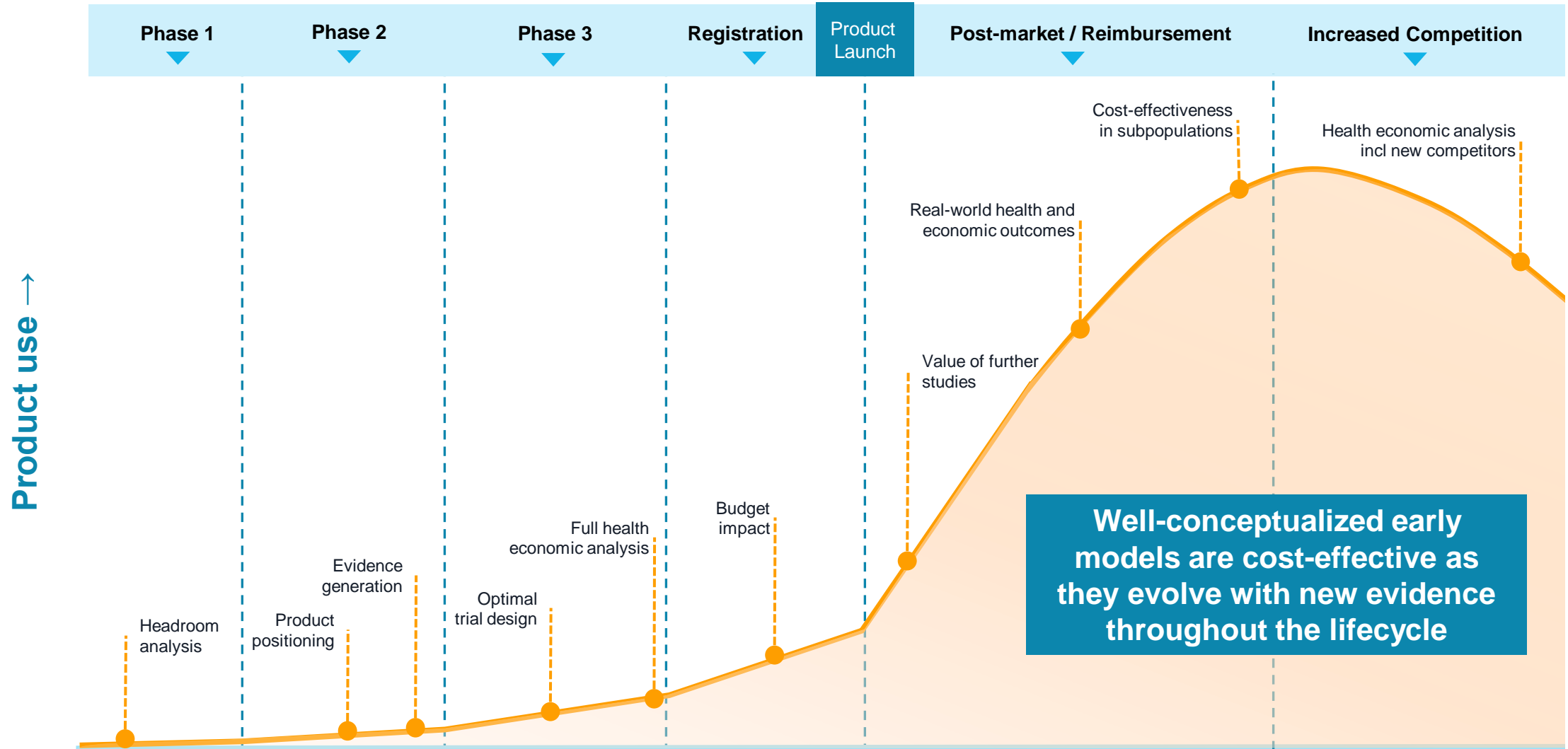
- Develop an understanding of:
 - the disease, available treatment, burden, patient population, and reimbursement
- Informs:
 - Clinical trials including endpoints and design, economic models, and place in therapy and VALUE PROPOSITION
- Start with the end in mind
 - What do you want to say
 - When do you want to say it
 - Who do you want to say it to?



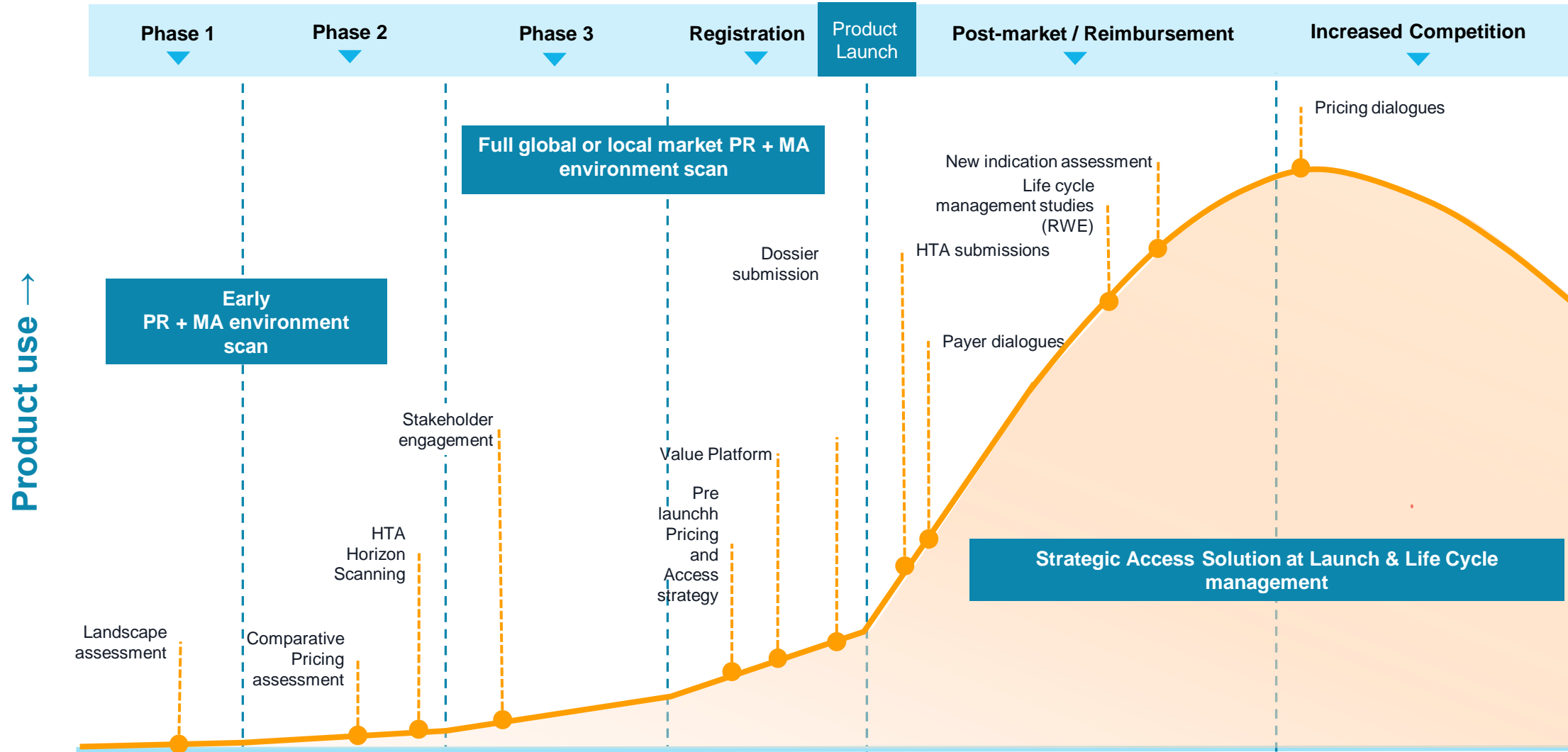
Providing REAL understanding of the disease, the landscape, and the innovation



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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Industry Perspective

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Market Access & Pricing

Ramiro Gilardino



Thank You!

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

