

# Pricing and Market Access Assessment

A structured approach to inform a preliminary pricing strategy

## Situation

A biotech company was preparing to launch a new PET imaging agent for prostate cancer patients with suspected biochemical recurrence into the US market. While a high unmet need continued to exist in recurrent prostate cancer, challenges remained in communicating the value of—and gaining reimbursement for—radiochemical imaging agents. Precision for Value was sought to develop a well-structured preliminary pricing strategy to mitigate these challenges and drive success for the product.

## Challenges

Ambiguity existed regarding an appropriate price comparator among available agents due to:

- Lack of consensus on a standard of care (SOC) for imaging patients with suspected biochemical recurrence
- Low perception of value of radiopharmaceutical imaging agents
- Payers' lack of familiarity with outcomes of current agents

## Solution

To assist in the development of a preliminary pricing strategy Precision conducted secondary research, followed by primary research with key stakeholders—traditional and nontraditional payers, as well as urologist and imaging KOLs. The project was carried out in a structured approach that included:

- Assessment of the current and evolving environment for radiopharmaceuticals in prostate cancer and, specifically, within biochemical recurrent patients—including an understanding of SOC imaging agents/procedures and associated coverage and reimbursement

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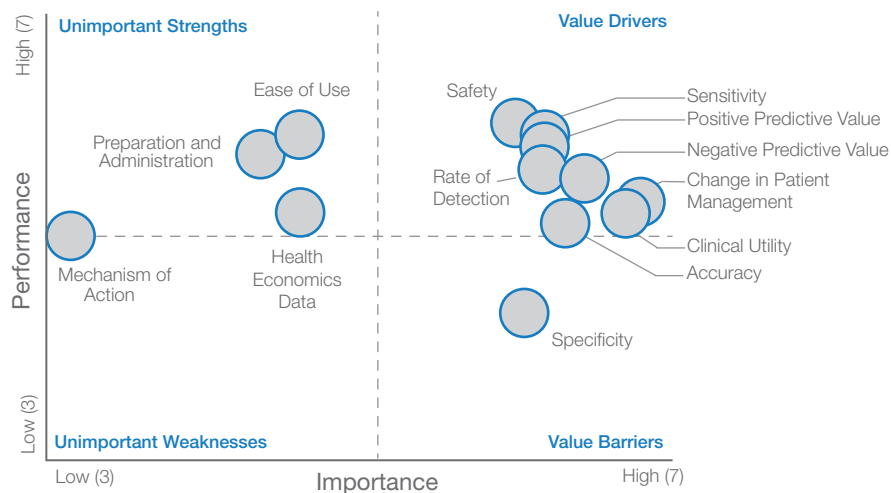
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- Identification of the strengths and weaknesses of the target product profile to inform the value proposition for this novel radiopharmaceutical, including stakeholder perceptions of performance across identified key attributes
- Evaluation of price potential of the radiopharmaceutical in the future landscape in consideration of price references and differentiation from various standards of care
- Identification of stakeholder evidence requirements in the product's end points and study design that may increase price potential

## Value Driver Assessment

Prompted Approach: MD and RBM ratings, excluding payers, n=10



## Results

As a result of this structured approach, Precision successfully:

- Identified the current SOC in prostate cancer imaging and the resulting unmet need in clinical utility, coverage, and reimbursement
- Captured and analyzed payer and KOL perceptions of the novel radiopharmaceutical's value in the context of the current and evolving competitive landscape, and identified additional evidence needed to bolster the value proposition
- Determined the price "tipping point"

The findings of the well-executed research plan allowed PFV experts to build a pricing strategy to mitigate the identified reimbursement challenges, inclusive of considerations around contracting and discounts, as well as relevant comparators and medical necessity. Recommendations specific to the target audience were also provided to prime the market for launch. The resulting approach enabled the client to attain optimal access, uptake, and reimbursement and to successfully progress toward the achievement of the product's commercial potential.

For more information about our GPS team, please contact us at [info@precisionforvalue.com](mailto:info@precisionforvalue.com), or visit [precisionforvalue.com](http://precisionforvalue.com).



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