

# A Highly Competitive Oncology Treatment Marketplace

Unique methodologies to meet reimbursement data needs in a European country

## Situation

Treatment of advanced cancers has changed dramatically over the past decade with the development of targeted immuno-oncology therapies. Between 2011 and 2015 alone, the European Medicines Agency approved 48 cancer treatments. But according to an investigation presented in January 2017 pharmaceutical companies face numerous, varying reimbursement hurdles in Europe. The study found inconsistent health technology assessment outcomes across the major EU countries with payers requiring rigorous analytics to indirectly compare survival outcomes prior to making reimbursement decisions.

---

Between 2011 and 2015 alone, the European Medicines Agency approved 48 cancer treatments

---

## Challenges

A European payer objected to the cost-effectiveness analysis submitted by an oncology product manufacturer for reimbursement consideration, citing concerns about the methods used to estimate overall survival.

- There is little or no head-to-head data generated comparing survival outcomes in this rapidly changing marketplace
- Methods are based on previously published approaches to extrapolation of overall survival from progression-free survival
- These methods were not familiar to the reviewers at the reimbursement agency and additional analyses were required to support the estimates included in the model

## Solution

To support the manufacturer's revised reimbursement strategy, Precision Health Economics prepared a large, global systematic literature review and network meta-analysis to produce indirect treatment comparison estimates for use in local cost-effectiveness models.

Precision was able to quickly and efficiently:

- Conduct additional analyses to support the initial data
- Prepare a detailed explanation of the original analysis and the comparative analysis demonstrating the consistency of estimates across methodological approaches

## Results

The scientific strength of the initial approach, supplemented by the additional analyses to support the original methods, provided a platform for an effective and compelling response. The client provided the reimbursement agency with a rigorous, country-specific submission that established the clinical value of its product relative to existing comparators.

---

For more information about Precision Health Economics, please contact us at [info@precisionhealthconomics.com](mailto:info@precisionhealthconomics.com), or visit [precisionhealthconomics.com](http://precisionhealthconomics.com).