

# Concerned about ICER?

## A few things you should know...

- Life sciences companies are facing increasingly aggressive pricing scrutiny
- Value frameworks developed by ICER and others, which make judgments on the price and value offered by new healthcare innovations, are rapidly gaining the attention of payers and policymakers
- CVS Caremark recently announced its intention to use ICER evidence reports in formulary decisions
- *ICER has committed to review every new drug entering the market*

### Have you started preparing for your ICER evaluation?

Pharmaceutical and medical device developers need to prepare to defend their innovations.

Precision Health Economics is recognized for unparalleled thought leadership in value assessment by the life sciences industry, policymakers, payers, and peers.

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**“Our goal is...to make sure we have every new drug as it enters the market to have an assessment and a value price, with a growing list of updates.”**

—ICER Founder and President  
Steven Pearson, 2017

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**Precision has deep expertise in the theory, practice, and implications of value assessment—and has collaborated with its clients in responding to over 30 unique ICER reviews.**



Precision offers industry-leading knowledge and thought leadership on value frameworks and assessments



The breadth and depth of Precision's expertise in value assessment, evidence strategy, and evidence generation is unrivaled in the industry

# Precision has been successful at syncing evidence and access strategies to prepare for US value assessments.

## In anticipation of an ICER review, Precision will:



- Lead a strategic planning effort
- Internal stakeholder education and preparation
  - Critical assessment of available evidence
  - Scenario planning and mitigation approaches



Conduct research, including evidence synthesis and economic modeling, to bolster the evidence arsenal



Identify evidence gaps and develop evidence-generation strategies

## Once a review is under way, Precision:



Critiques proposed assessment strategies including scope, methods, comparators, and populations



Collaborates in the preparation of public responses to ICER deliverables



Evaluates ICER's modeling protocol and evidence synthesis



Assists with developing talking points for public hearings

### Selected Publications

- Lakdawalla DN, et al. Predicting real-world effectiveness of cancer therapies using overall survival and progression-free survival from clinical trials: empirical evidence for the ASCO Value Framework. *Value Health*. 2017.
- Schafer J, et al. Value tools in managed care decision making: current hurdles and future opportunities. *J Manag Care Spec Pharm*. 2017.
- Shafrin J, et al. Patient versus physician valuation of durable survival gains: implications for value framework assessments. *Value Health*. 2017.
- Chandra A, et al. Utility of cancer value frameworks for patients, payers, and physicians. *JAMA*. 2016.
- Goldman D, et al. Valuing health technologies at NICE: recommendations for improved incorporation of treatment value in HTA. *Health Econ*. 2010.

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