

ICER and Cross-Functional Teams

How collaboration across teams ensures optimal and effective actions in response to ICER



ICER Evaluation



Goals:

- Determine short-term affordability
- Determine long-term value vs. cost
- Estimate a value-based price



Process:

- Develop Draft Evidence Report
- Solicit feedback
- Issue Revised Evidence Report
- Conduct public meeting
- Issue Final Evidence Report and ICER's Meeting Summary

Impact of ICER Evaluations

Although ICER recommendations are not legally binding, they can seriously impact a product's commercial viability



ICER Strategy: Cross-Functional Team Collaboration Ensures Success for Market Launch and Beyond



Pre-Review

- Strategize with HEOR teams concerning potential model drivers
- Design and implement RWE studies for potential model input values

Epidemiology

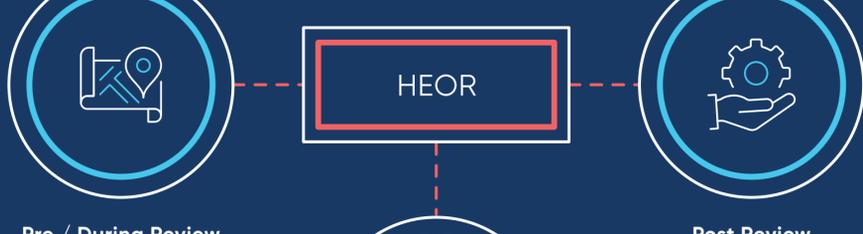


During Review

- Confirm ICER's model input values that could be obtained through RWE
- Generate new inputs for the model through RWE including but not limited to:
 - o Resource use
 - o Direct medical costs
 - o Treatment patterns
 - o Clinical effectiveness
- Validate ICER's methodology and RWE-derived input values using different platforms and/or different data sets
- Review and critique ICER's RWE protocol

Post Review

- Continue validation of ICER's RWE-derived input values using different data analytic platforms and/or data sets
- Interpret model results in context of RWE inputs



Pre / During Review

- Primary contact point with ICER
- Establish strategic direction for future response generation
- Develop early-stage model to help determine optimal model design
- Identify possible model drivers and data gaps, and design/implement RWE studies to identify model input values
- Establish clinical efficacy targets for later-stage trials

HEOR



During Review

- Critique ICER's modeling approach and identify key limitations, such as:
 - o Patient transitioning
 - o Time horizon for analysis
 - o Model cycles
 - o Various assumptions
 - o Input parameters
- Submit ICER response documents
- Develop mitigation strategies

Post Review

- Implement mitigation strategies including but not limited to:
 1. Prepare the field team to communicate and respond to ICER's findings
 2. Produce publicly-available resources to supplement ICER's findings
 3. Conduct post-approval studies to further explore real-world effectiveness



Pre / During Review

- Help strategize around ICER mitigation activities
- Develop understanding of the potential business impact of findings
- Understand caveats and limitations of ICER model

Commercial & Market Access



Post Review

- Understand potential impact of ICER's price recommendation on the business
- Develop strategies to counter ICER price recommendations
- Incorporate review of results to inform/counter formulary and reimbursement decisions

Proactively Preparing for ICER Evaluations

Organize an internal, cross-functional team to start your ICER evaluation strategy during Phase II clinical trials and prepare for an ICER evaluation proactively.

- Does your team have a clear understanding of the availability of model input parameters and values?
- Has your team anticipated ICER's cost-effectiveness results and model structure that could be used to evaluate your product?
- How does your product's clinical efficacy compare to your competitors and/or the standard of care?
- Is your team familiar with ICER's topic review process?
- Are your commercial teams aware of the findings?
- Have you considered how you can communicate ICER's findings to payers in a beneficial way?



To learn more about Panalogo's Modeling & Strategy Services, contact us at:

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Sources

¹ICER blasted pharma pricing for years, but now Drugmakers are 'rolling up their sleeves' to cooperate, by Eric Saganowsky, Fierce Pharma, September 10, 2019

²Panalogo Study of ICER Evaluations, 2019

About Panalogo

Panalogo's Modeling & Strategy team provides creative, custom research solutions with a focus on implementing intuitive economic models, strategically preparing for potential and ongoing HTA evaluations (e.g., ICER), conducting analytics for value-based contracting programs, and offering other strategic HEOR and RWE support. Panalogo leverages its two decades of experience to help clients make informed decisions on the commercial viability, product positioning, and value proposition development of their interventions. Learn more at www.panalogo.com.