

# ICER Evaluation Roadmap

Analytics within reach across the product lifecycle

In 2018, the Institute for Clinical and Economic Review (ICER) recommended that 97% of the indications they evaluated be discounted at a median price reduction of 60%. In many cases, the reason for recommending such drastic reductions was that life sciences organizations were simply not prepared for their product reviews.

With more and more ICER recommendations being factored into decision-making, a negative review can put your organization at risk for substantial revenue loss through price reduction and formulary exclusion. It is therefore increasingly important to be prepared with the proper evidence, including a health economic model, well in advance of a potential ICER evaluation.

## ICER Evaluation Roadmap

Since 2016, Panalogo's ICER Evaluation Roadmap has helped organizations understand each element of the ICER review process, enabling them to optimize their response with rigorous, scientific evidence that ensures an accurate and robust representation of the value of their intervention.

### Organizations that take advantage of our ICER Evaluation Roadmap service:

- Strategically prepare in the months (or even years) leading up to a potential ICER assessment
- Receive full support throughout the entire ICER evaluation timeline
- Gain a complete understanding of the economic modeling landscape in your therapeutic area and factors that drive clinical benefits and costs
- Learn about the potential methodological limitations of ICER's clinical evidence evaluation, modeling approach, and real-world evidence (RWE) generation methods
- Discover the key drivers of value in ICER's model

**ICER is an independent watchdog on drug pricing. Their assessments highlight the comparative value of novel treatments, focusing on analyses of the clinical evidence and short- and long-term economic impact. Through their evaluation of the short-term budget impact and pricing recommendations that reflect the long-term value of new interventions, ICER has been gaining more traction in the industry.**

## How It Works

Our proven, five-step preparation process includes:



Engaging in pre-evaluation strategic initiatives, with a focus on predicting ICER's cost-effectiveness (CE) model structure and components



Conducting a targeted literature review and summary of published CE models within the disease area



Developing an ICER-like economic model using ICER's Value Assessment Framework and proposed methodology



Performing a critical appraisal of ICER's publicly disseminated draft scoping document, model analysis plan/preliminary results and draft evidence report



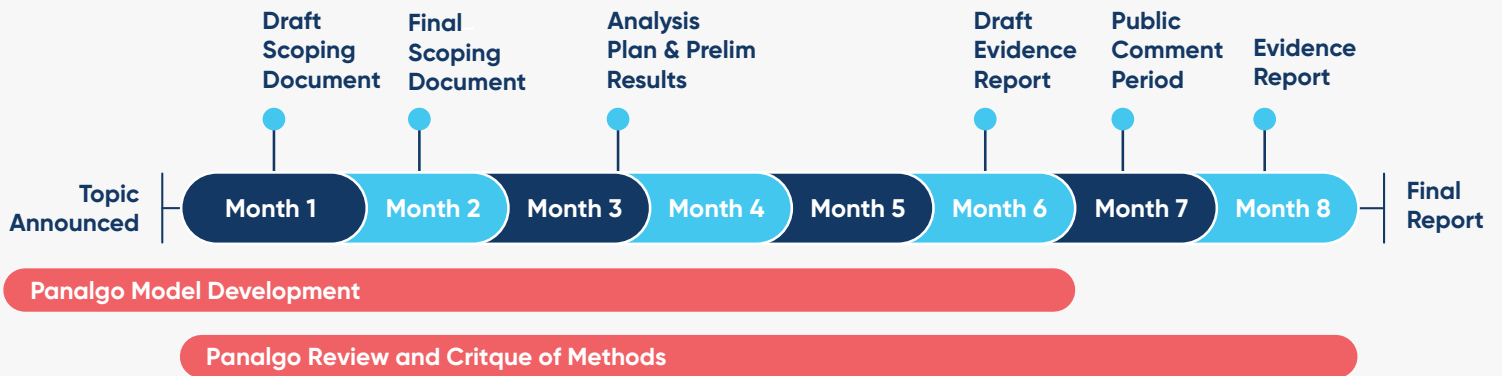
Drafting and/or reviewing your responses to ICER's findings

## Benefits of Panalgo's ICER-Like Economic Model

One of the key components of our ICER Evaluation Roadmap service is the ICER simulated model we develop using the design and technical approach specified in ICER's publicly-available documents. Predicting and replicating ICER's model in this way enables you to:

- Anticipate ICER's model findings prior to public dissemination
- Test alternative scenarios, input values and assumptions that may lead to different, potentially more favorable, results
- Validate ICER's findings
- Provide substantive content for preparing responses to ICER

## ICER Timeline



Our ICER-like economic model helps you understand how ICER models work and determine key model drivers, strengths, weaknesses and alternative parameters or scenarios to better support the value of your product. As pricing scrutiny continues to gain importance, the need to demonstrate the value of your interventions will only continue to increase. Our ICER Evaluation Roadmap provides a comprehensive plan to defend, support and provide the evidence needed to demonstrate the value of your products.

## About Panalgo

Panalgo's Modeling & Strategy team provides creative, custom research solutions with a focus on implementing intuitive economic models, strategically preparing for potential and ongoing HTA (eg, ICER) evaluations, conducting analytics for value-based contracting programs, and offering other strategic HEOR and RWE support. Panalgo 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.panalgo.com](http://www.panalgo.com).