

Modeling & Strategy Services

Demonstrating value and optimal product positioning through strategic planning

There is a growing need to prove an intervention's value with evidence-based input at every stage of the product lifecycle. Regulatory bodies need to ensure new medications are safe, payers want proof that the drug will effectively treat the targeted disease and HTAs like ICER want to evaluate the short and long-term effectiveness of drugs, ensuring they are priced fairly for their value.

This increased scrutiny from payers, providers, regulatory bodies and HTAs makes generating real-world evidence (RWE) a vital necessity for business success. Given the increased scrutiny from health system stakeholders, it is imperative to effectively prove the value of your intervention.

Overcoming the Challenge of Evidence Generation

Panalgo's Modeling & Strategy team has been leading the industry in HEOR experience for over two decades. Our expert team provides creative solutions to complex problems with an ever-evolving suite of services designed to meet the current needs of the healthcare industry.

Our team provides you with a vast wealth of experience in outcomes research, health economic modeling, burden of illness analyses and preparation for ICER evaluations and RWE implementation.

We guide you on the road to demonstrating value and optimal product positioning through careful strategic planning, creative study design, timely initiation and efficient implementation throughout our client-centric process.

Modeling & Strategy Services

Modeling & Data Analytics

We provide essential tools to help you understand the pricing opportunities and potential value of your product pipeline.

- Economic modeling
 - Early and late stage modeling

- Disease/Epidemiology
- Financial risk-sharing
- Cost calculators
- Value-based contracting
- Burden-of-illness analyses
- RWE implementation planning

ICER Evaluation Roadmap

We help you understand each element of the ICER review process, enabling you to optimize your response with rigorous, scientific evidence that ensures an accurate and robust representation of your intervention.

- Strategic preparation
 - Manufacturer's model alignment with ICER
 - Future assessment navigation
 - Evidence gap identification
- In-process support
 - Critical appraisal of methods
 - ICER-like economic model
 - Alternative scenario analyses

Strategic Services

We provide insights based on methodological and strategic expertise to help drive your internal and external strategy.

- Value messaging
- Methodological advice
- Strategic literature assessments
- Internal and field-based communications tools

"I highly recommend Panalgo as a specialized economic and analytic partner...The Panalgo team are talented professionals who are able to communicate very clearly about complex evidence-based projects. We appreciate the expertise of Panalgo's team of consultants and their meticulous process."

– HEOR, Top 5 Global Pharmaceutical Company

Guiding you through the Product Lifecycle



Proving the value and optimal positioning of your products increasingly depends on presenting analytics-based evidence. To do that effectively, you need an experienced partner with extensive strategic research expertise. With our proven track record of success partnering with life science organizations, Panalgo is uniquely qualified to meet your modeling and evidence-generation needs.

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.