

Case Study



Uncovering the Product Value Story – Value Dossier

The Purpose

To develop the Academy of Managed Care Pharmacy (AMCP) dossier for communicating the value of the product.

About the Client



INDUSTRY
Mid-Size Pharma



LOCATION
US



THERAPEUTIC AREA
Chronic Respiratory Condition

Client Requirement

- Creation of a centralized comprehensive data repository for the in-licensed product.
- Uncovering added benefit of in-licensed product to enhance the value story.
- Aligning multiple stakeholders across the organization.

The Excelra Approach



Literature Review

- Protocol for search strategy created
- Implementation of search strategy
- Identified and extracted relevant data
- Burden of illness identified and reported



Post-hoc analyses

- Understand clinical trial data
- Identify key values drivers
- Conducted statistical analyses and reported results



Discussion Key Stakeholders

- Shared results of post-hoc analyses
- Suggested revamping the value story with added benefits
- Sought approval from key internal and external stakeholders



Value Dossier

- Created outline of value story
- Key supporting evidence included to support value messages



AMCP Dossier

- Created outline of AMCP dossier as per the version 4 format
- Key supporting evidence adapted from value dossier and customized for targeted messaging



Payer response Document

- Created a list of Ben Duffy list of questions
- Key supporting evidence included as responses to expected queries

Excelra's Contribution

Approved for reimbursement for the prescribed indication.

50% reduced turn-around time cumulatively across the 6 stages of the project.

35% Cost-saving for the client due to bundling of services.

Excelra's Value Evidence Service Portfolio



Outcomes Research



Value Evidence Communication



Epidemiology Modelling



RWE & Big Data Realization



Economic Modelling



SLR & Meta-Analysis

For more information, visit https://www.excelra.com/value_evidence/#value_evidence



About Excelra

Excelra's data and analytics solutions empower innovation in life sciences across the value chain from discovery to market. The Excelra Edge comes from a seamless amalgamation of proprietary curated data assets, deep domain expertise and data science. The company's multifaceted teams harmonize and analyze large volumes of disparate unstructured data using cutting-edge technologies. We galvanize data-driven decisions to unlock operational efficiencies to accelerate drug discovery and development. Over the past 18 years, Excelra has been the preferred data and analytics partner to over 90 global clients including 15 of the top 20 large Pharma.