Systematic collection of drug and market access data enables MORSE to identify highly relevant analogues and tailor them to specific scenarios, driving expert insights to inform strategies and planning that optimizes reimbursement outcome

Situation

Example product:
A new oncology product, the third entrant in its class, demonstrated significant improvement in a surrogate clinical endpoint in pivotal trials.

Sample key questions:

- HTA reviewer acceptance of surrogate endpoint given available evidence
- Additional evidence required in the submission to optimize access
- Likelihood of success at HTA with current evidence
- Likely clinical criteria recommended
- Anticipated price benchmarks
- Anticipated negotiation timelines
- Anticipated listing timelines

Methodology

Expertise-Informed Analysis Plan

Search for analogues in similar clinical circumstances using pre-defined methodology

- Disease characteristics
- Place in therapy
- Competitive position
- Evidence package
- ...

Interpretation & Insights Generation

Expert validation and analysis of analogue relevance and outcomes

Analysis

Timeline and outcome forecasting using weighted inputs and insights

Results

Meaningful trends and insights corroborated with evidence

Trusted projections with expert input and validation

Strategies for evidence planning and value positioning

Precise timeline forecasting for global planning

Consolidated database simplifies the investigation of trends in HTA metrics and how they impact results and timelines for HTA, pCPA, and formulary listing

Case Study: Client has a non-oncology product with 3-year BIA > $200M and is interested in understanding the relationship between high BIA and negotiation timelines.

Research Question: To investigate TTI and TTN for non-oncology products with 3-year BIA greater than $200M by searching for CDA re-analyzed 3-year BIA in CDA final recommendations between 2021-2023; to understand the drivers of timelines.

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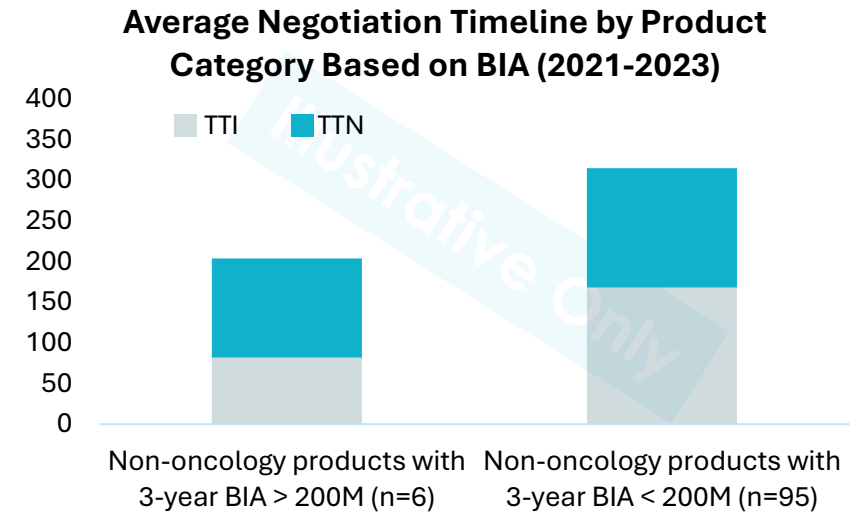
MORSE Database

Brand Name	Generic Name	Budget Impact	Time to Initiate	Time to Negotiate
Drug A	Drug a	...3-year budget impact is $400M...	100 Days	250 Days
Drug B	Drug b	...3-year budget impact ranges from $20M to $60M...	40 Days	86 Days
Drug C	Drug c	...3-year budget impact is $100M...	70 Days	110 Days
...	...	...	...	...

- Raw data
- Manual refining & cleaning
- Analysis & interpretation
- Expert insights on data and trends



Expert Insights

- Seven of the products (XXX), two with BIA > 200M, had 0-day negotiation, due to prior LOI.
- One product (XXX indicated for XXX) was initiated before CDA final recommendation due to urgency in funding in the therapeutic area.

Acronyms: BIA=Budget impact analysis; TTI = Time to initiate; TTN=Time to negotiate.