

Comparative Effectiveness Research, Pricing and Reimbursement Strategies



Comparative Effectiveness

- Compared outcomes of clinical and cost effectiveness across surgical approaches to prostatectomy
- Developed economic model of expected impact of a novel diagnostic on the treatment of colorectal cancer patients
- Quantified the comparative costs of traditional joint implant surgery vs. a robot-assisted joint replacement surgery; created a sales force tool to customize real-time evaluation of a hospital's economics of adding a robotic device
- Quantified the economic value proposition of using a diagnostic that predicts patient response to targeted oncology therapies
- Completed a comprehensive study for a novel autologous cell-based product to determine its clinical and economic value and pricing target
- Conducted pharmacoeconomic analysis for new dialysis and oncology indications of existing drug for catheter clearance
- Quantified the cost effectiveness of a novel enzyme replacement therapy across various patient segments afflicted with the disease



Pricing Strategy

- Developed a pricing strategy for the launch of a novel cancer therapeutic with several follow-on indications
- Determined the pricing options and impact on adoption of a biologic with indications in MS and UC
- Informed the value-based pricing strategy for intraoperative lumpectomy technology including splitting pricing between disposables and capital
- Tested whether maintaining GPO contracts is critical to maintaining market share for a core lab supplier
- Developed a US pricing and reimbursement strategy for an early-stage company with a single-use insulin pump
- Evaluated various business models – including price sensitivity and preferences for purchase, rental or lease options – for next generation optical capital equipment
- Utilized conjoint analysis to quantify the pricing potential of incremental features for an apheresis technology in development



Reimbursement Strategy

- Created an individualized strategy, by country, for the reimbursement of a companion diagnostic in over 70 countries
- Developed a detailed assessment of the reimbursement opportunities and challenges for a new class of insulin delivery devices
- Modeled the financial impact of biosimilar ESA on US dialysis facilities under bundled reimbursement schemes
- Quantified the economically appropriate split in fees between physician practices and telemedicine providers
- Quantified likely impact on private payer coverage and reimbursement if the LCD was narrowed for a novel DME product and evaluated levers the company could exercise to minimize negative impact
- Developed the reimbursement strategy for three novel diagnostic tests in thyroid and pancreatic cancers
- Quantified the financial impact of not having a unique J-code on the adoption of a nuclear stress test agent



Payer Policy Assessment

- Interviewed senior executives across a range of payer organizations to identify changes in their evaluation of new technologies due to health reform legislation
- Created a detailed overview of the regulatory, development and commercialization requirements in the US and EU for new biogeneric entrants for a major generic drug company
- Studied payer perceptions of price increases in various therapeutic markets and their criteria for reconsideration of formulary positioning
- Conducted a comprehensive evaluation of the DME reimbursement landscape, including past and projected coverage and rate changes across diabetic foot product categories
- Analyzed ~250 formulary plan rates and tiering to understand how specific drugs were reimbursed and treated by payers
- Investigated trends in lab benefit design, including cost utilization management and adoption of new in-network labs