

DEMONSTRATE VALUE. STRENGTHEN MARKET ACCESS.

Support for Market Access, HTA submission & pricing for pharmaceuticals and medical devices.

Turn clinical and economic evidence into a compelling value proposition supporting Health Technology Assessment (HTA), reimbursement and pricing decisions.

YOUR CHALLENGES



CLINICAL EVIDENCE GAPS How to build a credible value case when available clinical evidence does not fully address HTA expectations?



EVOLVING HTA REQUIREMENTS How to address EU HTA (Regulation EU 2021/2282) requirements across pharmaceutical and medical device pathways?



VALUE & PRICING POSITIONING How to translate clinical and economic evidence into a compelling value proposition for payers and decision-makers?

OUR APPROACH

01 ASSESS

- Therapeutic positioning analysis within existing standards of care
- Systematic guidelines and scientific literature review
- Clinical evidence gap analysis (CTD/technical file data) against applicable requirements



02 IMPLEMENT

- Strategic evidence-generation planning and clinical data mobilization
- Full authoring and valorization of HTA reimbursement dossiers (initial filings & renewals)



03 ASSURE

- Direct interaction and pre-submission meetings with health authorities (HAS)
- Post-evaluation appeal support and formal hearing preparation
- Maintain alignment between value proposition, evidence and pricing strategy

YOUR BENEFITS



ROBUST VALUE DEMONSTRATION

A clear, evidence-based value proposition addressing clinical, economic and payer expectations.



DEFENSIBLE HTA EVIDENCE

Well-structured HTA submissions supported by transparent, scientifically grounded clinical and economic evidence.



INFORMED PRICING & ACCESS STRATEGY

Evidence-based positioning supporting reimbursement discussions, pricing strategy and payer engagement.

**READY TO STRENGTHEN YOUR
MARKET ACCESS CASE?**

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