MAT | RPR
RAPID PAYER RESPONSE

Robust Review

See how our client utilized Rapid Payer Response™ (RPR) to gain invaluable payer insight to develop the optimal clinical trial for their product…In 3 Weeks not 5 Months!

RPR is an online platform that allows biopharma and device manufacturers to gain robust, immediate, expert feedback from the most diverse online global payer network – spanning 45 countries in as little as 5 days.

SITUATION

Recently, a client leveraged Rapid Payer Response (RPR) to understand payer evidence requirements for studies in the adjuvant setting in oncology. In our previous Robust Review, we explored general acceptability in the therapeutic area. Now in the second round we will share how the insights from the initial survey impacted the client's proposed trial design for optimal positioning

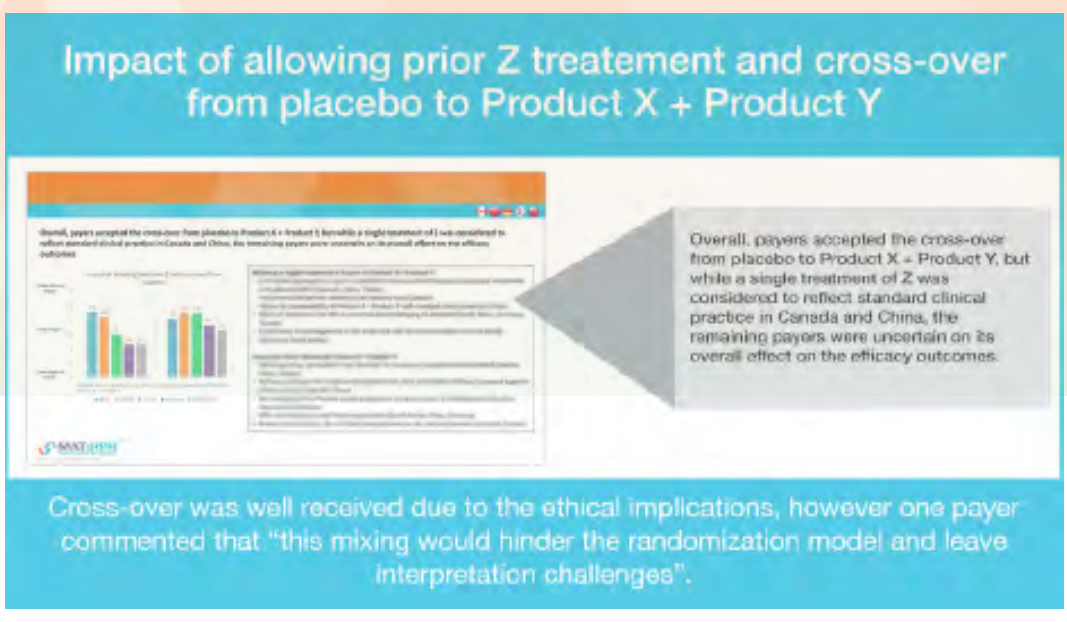
METHODOLOGY

Through the RPR™ platform, the client a semi-quantitative approach was implemented to gain detailed understanding of acceptable end-points in adjuvant post-operative studies from 26 National and Regional Payers across Canada, France, Germany, Italy, Taiwan, China and South Korea, answering numerous study questions including

KEY QUESTIONS

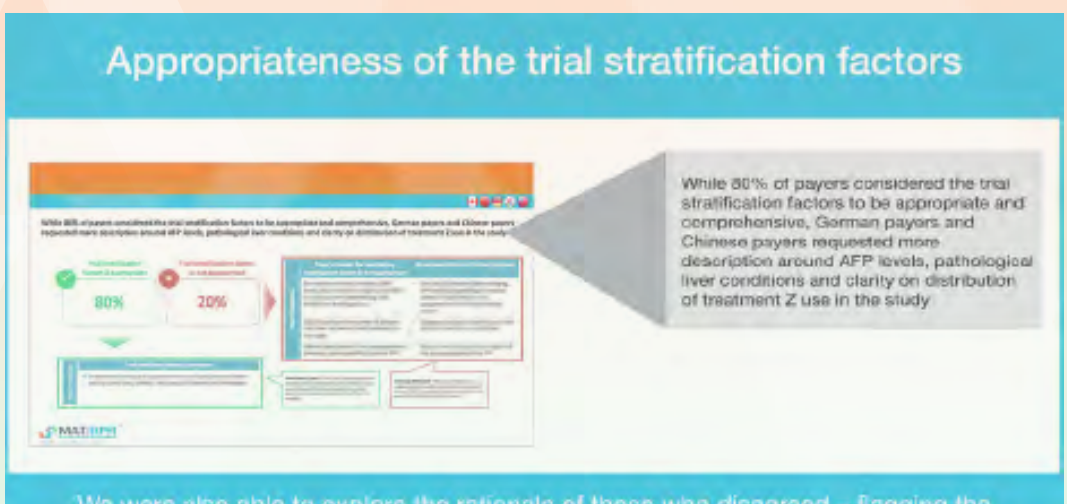
- Impact of allowing cross-over from placebo to Product X + Product Y
- Appropriateness of the inclusion/exclusion criteria
- Suitability of the trial stratification factors
- Appropriateness of placebo as a comparator

1. Understand what (if any) impact in allowing patient cross-over from the placebo to active arm.

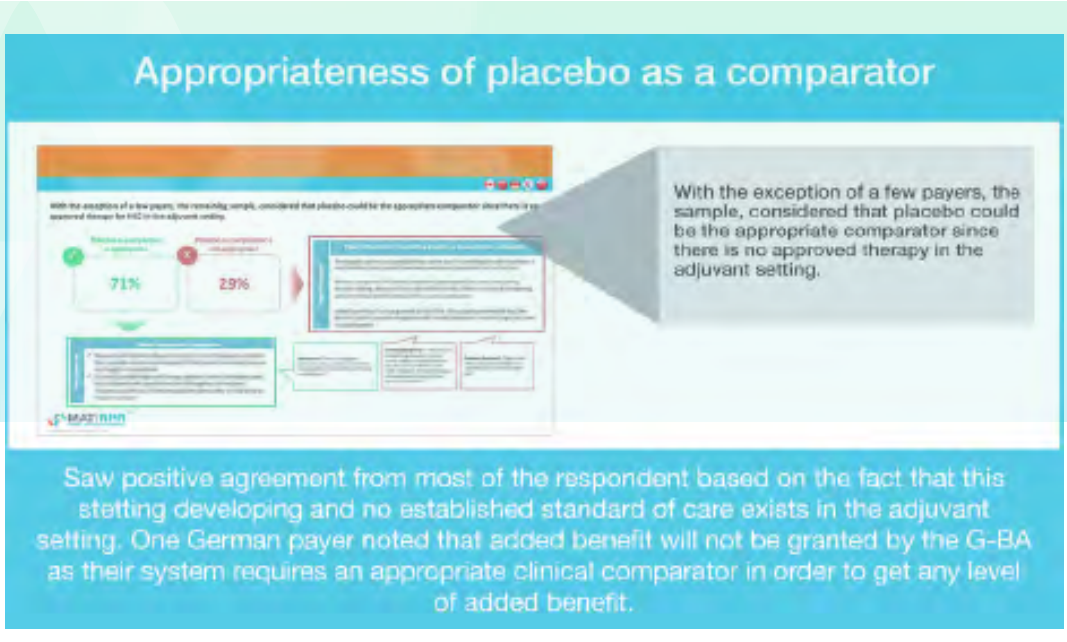


2. Test the indication statement and trial inclusion/exclusion criteria with a semi quantitative approach

3. Explore the trial stratification factors, seeing a large majority confirming that the stratification factors were both comprehensive and relevant.

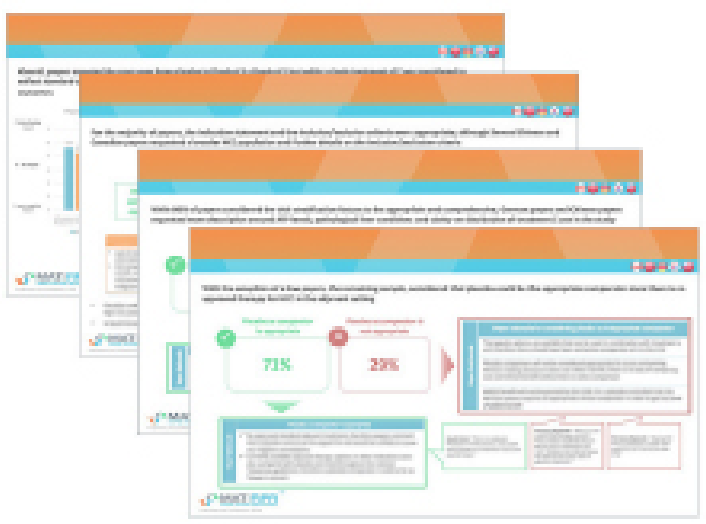


4. Gain perspective on appropriateness of placebo comparator.



Results with Rapid Payer Response™

RPR elicited payers' feedback around the various trial factors shared, pinpointing potential gaps and areas for clarification. Responses were captured within 5 days, and the full report was issued in 3 weeks. By engaging RPR for this project, our client was able to relay valuable insight to the clinical trial design team, months earlier than would have been possible using a traditional payer research model.



In-depth and actionable insights in as little as 3 weeks!

IN CONCLUSION

Within 3 weeks RPR was able to gather robust insights not available through a traditional research method that allowed our clients to…

- Know the current treatment landscape and how payers were categorizing the unmet needs
- Pinpoint which endpoints hold the most value to inform their trial design
- Gauge where to best focus their messaging and data collection efforts for their TPP
- Secure a much higher price point than initially projected

Want results like this?

Reach out to schedule a demo!

CONTACT US NOW!

About Market Access Transformation (MAT)

Founded by industry veterans, MAT specializes in developing cutting edge technologies that enable the healthcare community to gather and exchange insight that assess the real-world potential of their products. MAT offers an online, information exchange platform, Rapid Payer Response™ (RPR), that allows healthcare stakeholders to secure immediate, expert feedback from the largest and most diverse online global payer network.