

NEW 2020

## MARKET ACCESS

# Health Technology Assessments

**Health Technology Assessments** provides insights on the rising importance of U.S. health technology assessment organizations, such as ICER, evaluating their impact on access, pricing, and affordability of brands.

- What are the optimal methods of preparing for, assessing, and responding to ICER reviews?
- What are the top opportunities for influencing ICER reviews?
- How are key customer views of ICER and its outputs evolving and what impact do these views have on brand access?

Use **Health Technology Assessments** to:

- Develop in-depth understanding of ICER's approach to value assessments
- Assess customers' current and future perspectives, while anticipating their probable responses to ICER outputs
- Utilize strategic insights to proactively develop response plans for upcoming ICER reviews of pipeline or inline products

<b>ICER 101: Decoding ICER</b> June	<ul style="list-style-type: none"><li>• Description of current organization of ICER, including funding, staff, and advisory and governance boards</li><li>• Assessment of ICER's assessment approach and methods, and comparison to value frameworks from other assessment organizations</li><li>• Relationship map of key entities and individuals</li></ul>
<b>Evolution of Customer Views on ICER and Resulting Impact on Brand Access</b> August	<ul style="list-style-type: none"><li>• Key customers' current views and opinions on ICER</li><li>• Current use of ICER assessments by leading payer and organized provider customers</li><li>• Current and future impact of ICER assessments on access for brands</li></ul>
<b>Biopharma ICER Response and Engagement</b> December	<ul style="list-style-type: none"><li>• Level of biopharma preparedness and organizational response to ICER assessments</li><li>• Assessment of response team, role accountability, organization structure and budget allocation</li><li>• Level of sophistication segmentation of biopharma company organizations</li></ul>

This product may also include relevant market alerts, providing real-time assessments of recent changes, or market events. EVERSANA reserves the right to change the timing and/or topics of its syndicated research publications.

### Strategic Response Workshop

*Available as an additional offering*

Preparing your organization for ICER with impact to pricing and access from reviews

A half day workshop with leaders of Market Access and Pricing, Strategy, Advocacy, Public Affairs, Policy, HEOR and Medical to shape a corporate strategic response and prepare for an ICER review and its potential impact on pricing, access / reimbursement and corporate reputation.

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