

Bespoke analytics & financial planning tools

Context

- Client: A biopharmaceutical company planning to launch a newly acquired ultra-orphan product in Europe for the treatment of an extremely rare metabolic disorder
- At the time, no other authorised treatments for this indication

The Challenge

- To develop a robust pricing strategy and evaluate the impact on long-term revenue

Our Solution

- An innovative, user-friendly Pricing Strategy and negotiation tool in MS Excel
- Modelled predicted revenues/ rebates over a 12-year time horizon
- Simultaneous analysis of multiple European markets, with country-specific price points, temporal discounts, price erosion and delays until reimbursement
- Impact assessment of managed entry agreements and negotiation strategies
- Value-at-stake (VAS) analysis on dosing distributions, patient compliance rates and vial size
- Sensitivity analysis on model inputs to determine most influential parameters



Outcome

- Using outputs directly from the model, the client was able to determine a coherent pricing strategy, and evaluate the likelihood of reimbursement across target price ranges in key European markets