Burden of illness assessment & evidence generation

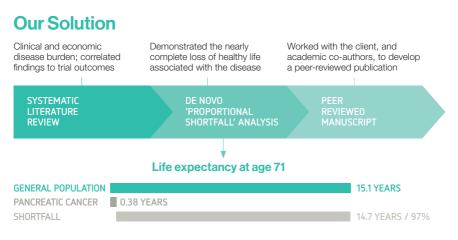


Context

- Product: Injectable chemotherapeutic with orphan designation for pancreatic cancer
- Patients: Advanced, previously untreated, metastatic pancreatic cancer a severe illness with very short life expectancy

The Challenge

- Product efficacy clearly proven in randomised trials, significantly extending survival versus standard of care
- Need to emphasise the clinical importance of the survival gain relative to the poor prognosis of the condition



Carrato et al. A Systematic Review of the Burden of Pancreatic Cancer in Europe: Real-World Impact on Survival, Quality of Life and Costs. J Gastrointest Cancer. 2015; 46:201–11

Outcome

• Proportional shortfall results cited by European payers in decisions relating to the relative benefit of the product