

# 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

## Our Solution

Clinical and economic disease burden; correlated findings to trial outcomes

Demonstrated the nearly complete loss of healthy life associated with the disease

Worked with the client, and academic co-authors, to develop a peer-reviewed publication



### Life expectancy at age 71



 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