

Ultra-orphan drug pricing strategy

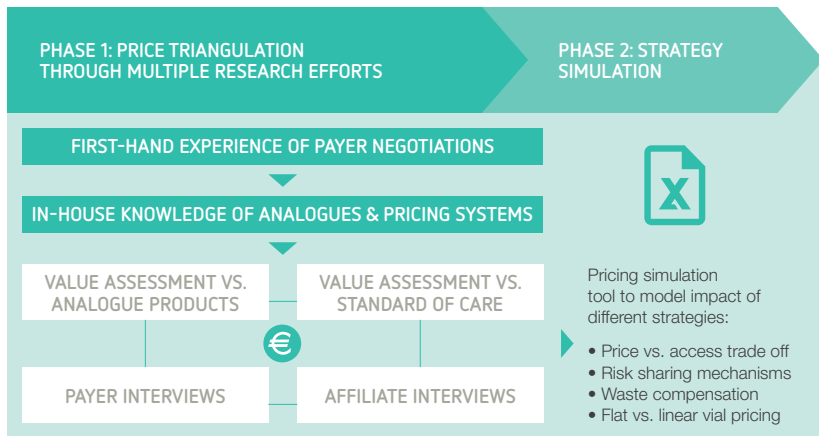
Context

- Client: A small-cap, biotechnology company
- Product: Biologic agent with an ultra-orphan indication; licensed and launched in US and Japan, applying for a license in Europe
- Aim: To assess the value of the molecule vs. other ultra-orphan medicines and develop a European pricing strategy

The Challenge

- No authorised treatments for the indication
- Potential issues about product wastage and vial splitting
- Consideration of flat vs. linear vial pricing (and subsequent impact on international reference pricing)

Our Solution



Outcome

- Identified preliminary 'named patient sales' and 'launch' price bands, by market, along with expected payer challenges and mitigation plans
- Estimated multi-year revenue forecast and impact according to different pricing strategies