



Case Study
**Incorporating KOL & payer insights
into an HTA process**

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Client's Challenges

- Diverse market conditions with lack of a single comparator and a wide patient pool had left the client needing clarity and consensus from the clinical community
 - Insight into how clinicians wanted to utilise their drug, which patients, and in which clinical setting
 - Referenceable, robust research beyond a typical advisory board
 - Insight that could be used in health technology submissions

Our Solution



1. The MASS Team presented the client with a range of alternative research methodologies and recommended the modified Delphi methodology due to its robust and recognised place in healthcare consensus
2. Recruited a panel of KOLs to meet the need of a representative group
3. Facilitated a 4-stage process (1 telephone interview, 3 stages in one face-to-face meeting)
4. Delivered a validated consensus white paper

Outcomes

- Consensus white paper was submitted, with the HTA as an integral part of the submission
- HTA authority published the entire, unredacted research paper as part of the HTA
- The positioning proposed by the company, through the modified Delphi panel, was accepted, with clear recognition and acknowledgement to the company for the consensus research they had commissioned from The MASS Team – the product achieved a positive recommendation

Client Feedback

"The modified Delphi work was crucial in setting the scene and closing the deal on positioning this product. We felt we were starting in a position of risk of failure until the authority accepted the modified Delphi, without which we would not have had a positive recommendation."

Market Access Director, Top 10 Pharmaceutical Company



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