Market Access for Companion Diagnostics in Europe

Case Study

FutureBridge

Case study: Market Access for Companion Diagnostics in Europe

Client	Global healthcare company
Industry	Diagnostics
Products	Companion Diagnostic Products

Context

- Client was interested in understanding the European companion diagnostics (CDx) market, as well as market access strategies in Europe which could be implemented for co-development of Rx-CDx to guide investment decisions and commercial success

Key Business Questions

- What are the strategies which can enhance market access of CDx?
- What is the current market access scenario for CDx in Oncology?
- What are the unmet needs in co-development of Rx-CDx?
- What are the opportunities for co-development of Rx-CDx?

Engagement Scope

1 Market Overview

- What are the demographic and other population trends?
- What is the Overall Burden of Disease (BoD), disease evolution and epidemics of oncology?
- Which are the key regulatory bodies and what is their structure?
- What is the overview of CDx market in Europe?
- Who are the different sponsors and payers?
- What are the various parameters that affect market access in Europe?

2 Market Analysis

- Who are the different stakeholders in the regulatory and reimbursement pathway for CDx?
- What are the requirements for successful approval of a CDx?
- What are the challenges in “therapy-test” approval process?
- What are the unmet needs in co-development of Rx-CDx?

3 FutureBridge Recommendations

- What are the opportunities for co-development of Rx-CDx based on epidemiological analysis?
- What are the market access challenges and advancements in co-development of Rx-CDx in Europe?
- What are the best practices for market access of CDx in different European countries?
- What are market access strategies adopted by key players w.r.t co-development of Rx-CDx in Europe?

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Research Methodology

Secondary Research

- Desk research studying technology specific portals / blogs / journals / magazines, conferences / seminars, treatment guidelines, medical societies, company websites, regulatory & reimbursement websites, etc.
- Referred paid data sources such as market research reports, patent & scientific literature, clinical trial registries/databases, etc.

Primary Research

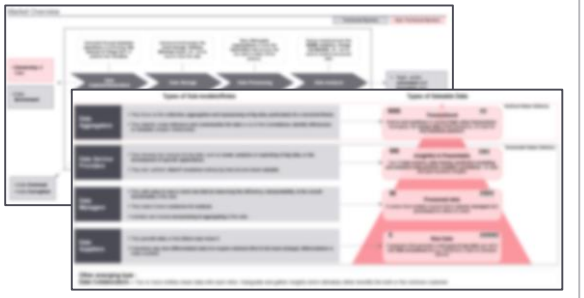
- Seeking opinions & key insights from payers, industry participants, regulatory consultants, and experts
- Conducted interviews with Oncologists, Surgeons, Physicians, and Medical Practitioners

Benefits to Client

- Insights were used by the client to understand the true potential of companion diagnostics in Europe and the probable challenges during development and approval process of companion diagnostics
- Study output helped client to identify the best practices for European countries and strategies adopted by competitors

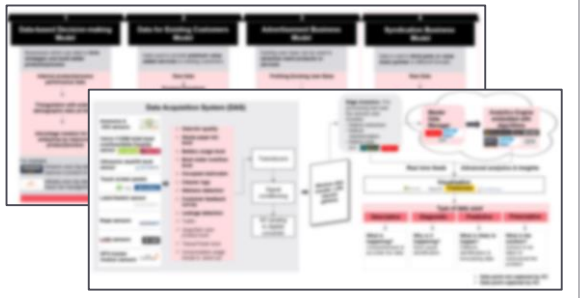
Sample Analysis

1 Market Overview



2 Market Analysis

3 FutureBridge Recommendations



Thank you

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