

Payer Reaction to the Most Essential Clinical Data Presentations Made at ESMO: Understanding Payer Perspectives in France, Germany, Italy, Spain and the UK

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Report Overview

Following the latest issue of the *RIQ: ASCO 2009 Special Report*, Reimbursement Intelligence will expand their US-based payer analysis in oncology to Europe by issuing a similar report specific to the European payer market. The **RIQ – 2009 ESMO Special Report** will respond to the presentation of data at the upcoming European Society for Medical Oncology (ESMO) conference in Berlin on September 20-24, 2009.

This upcoming ESMO report will assess how European payer regulatory and medical organizations evaluate oncology products in various stages of development, from pipeline products in clinical trials to currently marketed products seeking to add new indications. The report will uncover EU payer perspectives and provide insight on how these stakeholders will manage, reimburse and price these oncolytic agents based upon their perception of the data presented at ESMO.

Report Objectives

Valuable information obtained from these stakeholders includes:

- Do current treatment guidelines support use of the product?
- Are there regional/local barriers to market access, even if pricing/reimbursement is achieved on a national level?
- What are payers' responses to Progression-free Survival and Overall Survival clinical trial end points?
- What is the impact of gene selectivity when making product evaluations?
- What do payers forecast market share to be within two years of launch?
- How will coverage and reimbursement vary from country to country in the top 5 EU markets?

Why Should You Purchase the 2009 ESMO Special Report?

- To understand how EU countries will evaluate pipeline products relative to current standards of care
- To design health outcomes studies based on payer priorities
- To gain valuable, intelligent, and competitive information on EU payer response to ESMO presentations
- To build effective marketing and reimbursement platforms throughout product lifecycle

Methodology

Reimbursement Intelligence will conduct market research with 4-5 payer experts in each of the top 5 EU countries, either via phone or in-person. Stakeholders will include a combination of both cancer experts possessing good reimbursement process knowledge, along with coverage/reimbursement specialists with a good knowledge of cancer management.

Sampling of Organizations from Which Experts Will Be Recruited

- **Germany**
 - InEK (responsible for DRGs and coding standards)
 - The German Cancer Society (DKG)
- **Italy**
 - Payers in the independent regions (i.e., Lombardia, Emilia, Tuscan, Venetia, Latium)
 - IST (National Institute on Cancer Research)
 - AIOM (Italian Association of Medical Oncology)
- **Spain**
 - Payers in the independent regions (i.e., Catalonia, Madrid, Andalusia, Basque Country, Valencia)
 - ASEICA (Spanish Association for Cancer Research)
- **France**
 - Transparency commission
 - INCa (National Institute of Cancer)
- **UK**
 - UK Cancer Trust Medical Directors
 - NICE (National Institute for Health and Clinical Excellence)
 - National Cancer Network

Reimbursement Intelligence is a nationally recognized market research firm specializing in Managed Markets and Reimbursement. Our clients include international biotech, pharmaceutical and medical device companies, as well as financial analyst, venture capital and institutional investor groups.

Timing

The report will be fielded at the end of the ESMO meeting with a formal report available within 6 weeks of the meeting's conclusion.

Budget

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| • RIQ – 2009 ESMO Special Report (Comprehensive written report and in-person presentation of results) | \$25,000 |
| • Report <i>plus</i> additional 10-15 proprietary survey questions | \$28,000 |

For questions and ordering information, please contact us at 973.805.2300 or visit www.reimbursementintelligence.com.



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