

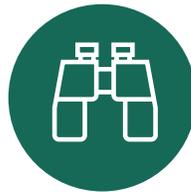
Securing the optimum launch price for a novel pharmaceutical product across 31 EU countries



SITUATION

Our client sought our expertise to support them in the development and submission of the optimum pricing dossiers for their novel product across 31 European markets covered by EMA's centralised procedure.

OUR OVERALL APPROACH



Landscape assessment

- ✓ Identified country-specific P&R requirements relevant to our clients product



Evidence gap analysis

- ✓ Identified and mitigated gaps in product's evidence base



Launch price materials

- ✓ Prepared launch price materials in line with the company P&R strategy



Pricing dossier submissions

- ✓ Executed country specific pricing dossier submissions across the 31 EU countries

VALUE TO THE CLIENT

Enabled our client to secure EU launch prices, aligned with the client's launch expectations thereby facilitating patient access to the product **"You guys are awesome. Your expertise and responsiveness are second to none. Without your support we could never have achieved an EU launch."** | **SENIOR DIRECTOR OF MARKETING**

