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Moving the conversation forward: *The IMAC Framework*

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As we reflect on the key themes of ISPOR Barcelona, we identify several strategic opportunities to advance the dialogue and drive impactful change in health technology assessment (HTA) and market access.

Support Global HTA Frameworks

With the European Union Joint Clinical Assessments (EU JCA) set to expand in 2025, there is an unprecedented opportunity to harmonize clinical and economic evaluations across member states. However, this requires frameworks that strike a balance between consistency and adaptability to regional variations.

- Strategic Alignment Across Regions: By integrating clinical and economic evidence into adaptable frameworks, stakeholders can address the varying priorities of HTA bodies while maintaining core consistency across assessments.
- Building Robust Evidence: The use of structured methodologies for incorporating real-world evidence (RWE), systematic reviews, and meta-analyses ensures that submissions are both compelling and aligned with payer expectations.
- Fostering Collaboration: Effective engagement between manufacturers, HTA agencies, and policymakers will be essential for refining global frameworks and promoting shared decision-making practices.

Creating Scalable Solutions

The resource-intensive nature of evidence generation and economic modeling calls for innovative strategies to deliver efficiency without compromising quality.

- Streamlining Systematic Reviews: Standardized processes for literature reviews and data extraction reduce redundancies, saving time and ensuring high-quality outputs.

- Flexible Economic Modeling: Scalable models can be tailored to address the specific needs of individual payers and regions, capturing variability in clinical outcomes and cost-effectiveness metrics.
- Collaboration as a Driver of Efficiency: Cross-functional teams of health economists, clinicians, and statisticians can leverage integrated platforms to enhance output consistency while reducing manual effort.

Reduce Time-to-Market

In healthcare, accelerating time-to-market is critical to ensuring timely patient access to innovative therapies while maximizing the impact of clinical trial investments.

- Faster Evidence Synthesis: Optimized frameworks for systematic reviews, meta-analyses, and indirect treatment comparisons can significantly cut down timelines for key evidence-generation activities.
- Seamless Integration of Clinical Trial Data: Streamlined pathways for incorporating clinical trial results into value dossiers and HTA submissions reduce bottlenecks and accelerate payer decision-making.
- Proactive Engagement with Stakeholders: Anticipating payer requirements early in the evidence development process minimizes delays and fosters smoother negotiations.

Enhance Decision-Making

Improving the quality of decision-making in market access requires predictive insights, strategic planning, and a deep understanding of payer priorities.

- Strategic Scenario Planning: Advanced modeling of market access scenarios provides actionable insights for refining pricing, reimbursement, and value communication strategies.
- Alignment with Payer Expectations: Analyzing past HTA decisions and payer feedback ensures that evidence submissions meet the needs of both regulatory bodies and healthcare systems.
- Addressing Unmet Needs: Incorporating patient-reported outcomes and RWE highlights gaps in the current standard of care, strengthening the case for innovative therapies.

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Conclusion

The evolving landscape of EU JCA highlights the need for comprehensive, adaptable strategies to harmonize evidence generation, enhance stakeholder collaboration, and streamline market access. By focusing on robust frameworks, scalable solutions, and strategic decision-making, stakeholders can meet the challenges of this new HTA era while improving access to innovative treatments for patients across Europe.

The EU JCA introduces unique challenges, requiring alignment with diverse evidence requirements and input from multiple stakeholders across member states. The **IMAC Framework** is designed to help you navigate these complexities with confidence.

Our approach focuses on streamlining workflows, accelerating evidence generation, and providing the flexibility needed to adapt to varied HTA requirements. Built on strategic insight and extensive experience, the IMAC Framework ensures your market access strategy is optimized to meet payer expectations and deliver results in an evolving regulatory environment.

Take the uncertainty out of the EU JCA process. Partner with us to leverage a framework that transforms challenges into actionable strategies and positions your product for success in this new era of HTA.

Let's work together to simplify the path to market access.

Contact us today to learn more!

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