

# TOP 10 THINGS TO BE SUCCESSFUL IN HEALTH ECONOMICS

## 1. IS THERE A WELL-DEFINED HEALTH ECONOMICS STRATEGY?

What are the health economic deliverables and timelines? Are they driven by HTA requirements and the value strategy? What is the patient population of interest? What is the treatment comparator? What are the relevant outcomes? Are these aligned with the value strategy and wider product team's thinking? Have the completed deliverables been linked back to the health economics strategy?

## 2. HAVE THE EVIDENCE GAPS BEEN IDENTIFIED?

Have the evidence gaps been defined early to allow time to conduct the studies? Has input been sought from the wider product team, particularly the market access and medical affairs teams? Have discussions with external thought leaders considered? Has an early cost-effectiveness modelling been considered?

## 3. WHAT HEALTH ECONOMIC DELIVERABLES HAVE BEEN PRIORITISED?

What are the 'must haves' and the 'nice to haves'? Is there any budget to fund any of the nice to haves? If so, which will be the most impactful?

## 4. HAVE SOLUTIONS BEEN IDENTIFIED TO FILL THE EVIDENCE GAPS?

What research questions need to be addressed? What data sources are available? Who will conduct the analysis? Do they have the right skill set and experience? Have the economic models been validated?

## 5. DO YOU HAVE THE APPROPRIATE ANALYTICAL SKILLS?

Do you have enough understanding of how the analyses are conducted and be able to interpret the evidence? Have you considered some additional training?

## 6. HAVE YOU KEPT UP TO DATE WITH THE EXTERNAL ENVIRONMENT?

Have you considered attending relevant conferences? Have you explored their websites? Have you developed an internal network with medical and marketing teams?

## 7. CAN THE DEADLINES BE MET?

Are cross functional partners engaged, aligned and aware of the economic deliverables? Do you have a clear understanding of the drug development timelines? Have internal reviewers been given warning of their role and the timelines for review?

## 8. DO THE CROSS FUNCTIONAL PARTNERS FULLY UNDERSTAND THE NEED AND VALUE OF HEALTH ECONOMIC DELIVERABLES?

Consider informing cross functional partners what kind of studies can demonstrate the value of a product, and the expectations of HTA bodies?

## 9. HOW WILL THE DATA BE COMMUNICATED?

Who is the audience? Do they require a deep understanding or topline results and key takeaways?

## 10. DO YOU HAVE A GOOD MEDICAL WRITING TEAM?

Is the medical writer knowledgeable about the topic area? Do they have the ability to make decisions and justify changes when needed? Is there someone in the writing team whose job it is to keep the project on track and meet expectations?