Parioforma Advises on the Pricing & Reimbursement Environment for an Infectious Disease Product in Poland

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- An international pharmaceutical company commissioned Parioforma to design and implement a primary and secondary research programme to guide the development of a pricing and reimbursement strategy for a late stage infectious disease product in Poland.
- **Client objectives**
  - Gain a better understanding of the burden of Hepatitis in Poland
  - Understand the Health Technology Assessment requirements when applying for reimbursement status in Poland
  - Identify the pricing and reimbursement opportunities and challenges for the product – in particular with respect to inclusion in the National Program for Infectious Disease
  - Understand KOL's clinical value perception of the product
  - Understand payer perceptions of the product, pharmacoeconomic evidence requirements, review processes, expected price and reimbursement status
- **Programme of work**
  - Desk research was used to gain an insight on the burden of disease and current therapies used in the management of Hepatitis in Poland
  - Interviews with clinicians were conducted to test opinion on the clinical value of the product as well as to identify key unmet needs in this treatment area
  - Interviews with payers were conducted to confirm and validate specific reimbursement and access challenges and opportunities affecting the product
  - Available evidence was assessed and a pricing strategy report was prepared covering the detailed payer findings, with key recommendations for the client.
- **Value**
  - The results of the project allowed the client to gain strategic insight direct from Polish clinicians and payers to understand both KOL's clinical value perception and payer's price and market access expectations.
- **For further information, or to discuss your market access, pricing and reimbursement intelligence requirements, contact US now**

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