

Health Economics Evaluation and Value Proposition for an Antimicrobial Medical Device in the U.S. Market

A health economics evaluation assists companies in product development to better position their product and to understand the impact across the ecosystem. Alira Health worked closely with our client while engaging with our clinical and regulatory teams to fine-tune the market access strategy.

Analyze Disease State

Build disease overview, disease burden, and map competitor landscape



Employed a comprehensive secondary research to establish the foundations of the study

Determine patient journey and disease management



Secondary research and qualitative interviews were used to determine the baseline and current standard of care, as well as the patient journey

Analyze Price-Sensitivity Through Quantitative Data

Performed a metaanalysis to gather previously available clinical, HEOR, and economic information



Employed quantitative analysis with key stakeholders to collect health related information and resource utilization (e.g. complications, interventions, medical devices, and antibiotics used)

Analyzed the willingness to adopt and pay for new medical devices among stakeholders, including payers and providers



Calculated the clinical and economic data to feed the health economic models based on existing case studies using hospital EHR data

Analyze Cost-Minimization and Define Value Proposition Strategy

Create cost-minimization model using different scenarios



Employed a cost-minimization model to show the economic impact of the solution at the hospital and payer level using two potential scenarios

Perform one-way sensitivity analysis



Performed a sensitivity analysis to allow the detection of variables having the greatest impact on the economic outcome

Develop value proposition



Developed value messaging targeting key stakeholders (payers, providers, patients) based on economic outcome and qualitative data

Inform design of the clinical trial and work with the Alira Health clinical and regulatory teams



Worked closely with all stakeholders within Alira Health and the client's organization, resulting in a change to the clinical trial design that better supports the product's market access and commercialization

Please contact us for more information at info@alirahealth.com

Learn more about **our Market Access expertise**