

MARKET REPORT



Ulcerative colitis-Pricing & Market Access and Landscape- 2019

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Ulcerative colitis-Pricing & Market Access and Landscape- 2019

Firstview Insight's Ulcerative colitis-Pricing & Market Access and Landscape- 2019 provides country specific insights in order to estimate market potential for Ulcerative colitis based on the pricing and reimbursement scenario and perceived value drivers in different market archetypes. It gives a detailed picture of the disease landscape and unmet needs of different stakeholders existing in the current treatment paradigm. Thus it enables to identify and leverage on the commercial opportunities spanning across different lines of therapy. The report incorporates detailed analysis of the market development drivers as well as the preventing factors. The scope of the report covers an extensive estimation pertaining to the winning essentials and participant schemes through a presentation of the segmentation of market in the Pricing & Market Access landscape.

Ulcerative colitis (UL-sur-uh-tiv koe-LIE-tis) is an inflammatory bowel disease (IBD) that causes long-lasting inflammation and ulcers (sores) in your digestive tract. Ulcerative colitis affects the innermost lining of your large intestine (colon) and rectum. Symptoms usually develop over time, rather than suddenly.

Ulcerative colitis can be debilitating and can sometimes lead to life-threatening complications. While it has no known cure, treatment can greatly reduce signs and symptoms of the disease and even bring about long-term remission.

Scope of the Report:

Market Access strategy for different payer archetypes

Segmentation and mapping of payers to different archetypes based on their specific criteria of assessment i.e. cost-effectiveness, budget impact, clinical effectiveness. This would enable designing effective market strategy for reimbursement in these markets. It also covers the reimbursement decisions and benefit ratings of competitor drugs by different health technology assessment bodies in EU5, US and Japan.

Payer Policy changes and implications

Provides an overview of the changing payer preferences, concerns and evolving requirements. Informs about the payer policies impacting the prescription and uptake of particular product. Estimates the future payer environment and drivers of change.

Innovative pricing and funding mechanisms

With increasing pressure from payers and limitations in evidence development, many innovative payment mechanisms are being introduced such as outcome based reimbursement, annuity based funding etc. This section provides examples of such innovative models and feasibility of their application in a particular disease scenario.

Disease Overview

This report contains comprehensive overview of disease including disease definition, classification, symptoms, etiology, pathophysiology, diagnostic trends, as well as details about treatment algorithms and treatment guidelines

Epidemiology

This section encompasses information on the incidence and prevalence of disease in EU5, US & Japan.

Existing and upcoming treatment landscape

Captures the evolution of treatment paradigm including the current and emerging drug therapies. Provides information on the clinical trial results, mechanism of action, route of administration, therapeutic positioning and regulatory milestones. It gives insight into the potential therapeutic targets for drug development.

Market Trends & Unmet needs

This section of the report helps to understand the market trend and opportunities by analysing the impact of current therapies on the market, current and future unmet needs, drivers and barriers and demand of better technology. This is determined by analysing the impact of various factors such as mechanism of action, route, cost of therapy, patient segmentation, existing available treatments, compliance and need of the market, expected launch timelines, competitors, brand value and KOLs perception.

Major highlights of the report

Detailed analysis of existing and upcoming competitive landscape

HTA decisions and benefit ratings for :

NICE (UK)

GBA (Germany)

HAS(ASMR and SMR)(France)

AIFA (Italy)

AEMPS (Spain)

SMC (Scotland)

ICER (US)

Chuikyo (Japan)

Market archotyping and product positioning

Case studies on innovative funding models

Unmet need, major barriers and drivers across the industry:

Value story for achieving reimbursement and premium pricing in different markets

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Our systems go beyond providing extensive comprehensive studies. We inspire our clients to develop knowledgeable growth mechanisms. Our insights are precise and approved by peer-driven research methodology. In brief, we pay emphasis on the success stories of our clients. When assessing solutions, we focus entirely on enabling them to influence their true potential for growth.

About FirstView Insight

FirstView Insight is a global market research and business consulting firm which focuses exclusively on healthcare domain. We help pharmaceutical companies to turn out to be progressively focused in a rapidly evolving market characterized by unpredictable product pipelines and uncertain regulatory actions.

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