Health Economics and Outcomes Research cannot operate in a silo. An optimal value proposition requires strong and robust HEOR statements. We develop the optimal brand value proposition by taking a cross-functional approach; HEOR strategies are led by experienced health economists and optimised by integrating clinical, payer and marketing insights expertise.

WG is not an agency - it’s a full-service consultancy. It has holistic experience - and it’s all joined up.
HEALTH ECONOMICS & OUTCOMES RESEARCH SERVICES

WG adopts a cross-functional approach to the development of health economics strategies. Services focus on four key areas:

- Outcomes Research
- Health Economic Modelling
- HTA Submissions
- Value Communication

OUTCOMES RESEARCH

Outcomes Research activities adopt a rigorous process using established methodologies from the Cochrane Library, NHS EED and academic organizations to ensure results are fit for purpose for either HTA, publication or marketing. We generate and communicate evidence to optimise and maximise product value.

Our in-house review team comprises clinical experts, health economists and statisticians, which enables a deep understanding of interventions in their clinical context, as well as their impact on the health economy. WG has 5 key areas of expertise:

- Landscape assessment: A pragmatic review of evidence to understand over-arching subjects such as HTA guidance, clinical pathways, unmet need / burden-of-illness, disease area and treatment options.
- Systematic review: A rigorous and reproducible review to answer a defined research question. Follows stringent methods endorsed by academic institutions and outlined by the Cochrane handbook for Systematic Reviews, which meets the evidence generation requirements of HTA bodies such as NICE and SMC.
- Meta-analysis: Combining individual trials with common interventions comparators to attain pooled treatment effects. Uses industry standard statistical packages such as STATA and RevMan.
- Mixed treatment comparison: Developing a network of trial evidence to inform the treatment effect of various interventions using Bayesian Statistics methods. Uses the specialist statistical software package, WinBugs.
- Additional statistical analysis: Various analyses including indirect comparisons, correlation analysis, univariate and multivariate regression, and survival analysis.

HEALTH ECONOMIC MODELLING

Health Economic modelling is an essential part of demonstrating product value and should be undertaken as early as possible. Value in the Health Economics world is determined by answering two key questions:

1. Is it cost-effective?
2. How much does it cost?

HTA bodies and national/regional/local payers will not recommend or
reimburse products that do not provide a solid evidence base to answer these questions adequately.

Our in-house Health Economics team boasts vast experience within the field of health economics; academic backgrounds including health economics, economics, mathematics, statistics and engineering foster innovation to ensure the best economic case for your product is put forward. We provide a global mindset to Health Economics that can be adapted down to affiliate markets across the EU and emerging markets. We have developed models across the big EU5, Western Europe, Nordic regions, North and South America, and Asia.

WG always puts the client first. Having worked with first-licensed products and orphans, our forte is developing creative solutions that position the product in the optimised population and maximise uptake. WG develops a variety of rigorous health economic models from Phase II up to post-launch including:

- **Cost-effectiveness models**: Typically used to demonstrate the cost per QALY for a particular product compared to standard care – and a requirement for numerous HTA organisations across the world including NICE. This is the pinnacle of demonstrating product value and is also critical for launch/pricing strategy.

- **Budget impact models**: Projects the cost saving or impact of introducing a product into the market, compared to current conditions over short-term horizons (1-5 years). Developed at national, regional and local levels; requirement for HTA at a national level and an important tool for negotiation with payers at local/regional levels. We design both scientific models for HTA and user-friendly models for payer use.

- **Cost/Revenue forecasting models**: Various models can be developed to anticipate profit over the coming years, under a number of scenarios. For example, the influx of generics into a market place, a competitor entering the market or HTA approval. The accounting perspective is adopted for the development of such models.

- **Cost of illness models**: Such models are crucial for communicating the burden of disease and driving payer uptake within a therapeutic area. Resource use and survey data are combined with epidemiology data to determine the cost per patient and resources consumed for a particular disease.

- **Other models**: Cost-benefit and cost-minimisation models are similar to a cost-effectiveness model, as both are developed to demonstrate product value. A cost-benefit model assumes benefits can be valued in monetary terms. A cost-minimisation model assumes equivalent effectiveness between treatment alternatives. Such models may be required in situations where monetary valuations are available, or when a product is equivalent in terms of efficacy to its comparator.
**HTA SUBMISSIONS**

The use of HTAs is expanding rapidly. Governments and payers are increasingly relying on HTAs to help with funding and reimbursement decisions. There are now over 40 national agencies globally, and evaluation methods are continually evolving as technologies advance and health care structures and organizations change. WG has considerable experience in UK and Ireland HTA submissions, as well as across the rest of Europe, North America and the emerging markets:

- UK HTA: NICE, SMC, NCPE, AWMSG
- EU HTA: IQWiG, HAS, AETS, AIFA, TLV, CVZ
- North American HTA: AMCP, WellPoint, CADTH
- Emerging markets HTA: Brazil, Chile, Taiwan, Korea etc.

WG understands the key requirements of a successful submission:

- The clinical benefits demonstrated are relevant to the population under consideration
- The product demonstrates cost-effectiveness in a model aligned with real outcomes and clinical practice

Our cross-functional team provides a comprehensive range of services to support HTA submissions.

- **Complete HTA submission process**: Close working of our in-house clinical, health economic and project management teams ensure the production of cohesive and robust submissions. WG can provide support throughout the HTA process, including strategic input, completion of health economic models and written submissions, as well as post-submission activities.

- **External stakeholder input**: WG has an extensive network of contacts and can broker interaction with clinical and health economic experts through research interviews, advisory panels and submission reviews.

- **Strategy and sequencing**: WG provides strategic input to ensure optimal outcomes across multiple HTA submissions.

**VALUE COMMUNICATION**

Reimbursement in the current global climate continues to be challenging. It is therefore vital that companies put the value communication of their product at the heart of their strategy, to maximise their commercial success.

When developing the value communication strategy it is important to ensure that there is a consistent story across both the clinical and health economic messages. Too often clinical and health economic messages are developed by separate teams. This can lead to confusion with payers and can ultimately impact the success of reimbursement decisions.

WG’s integrated team of both clinical and health economic experts works closely together in the development of the value communication strategy. This helps ensure there is a consistency of communication across all internal stakeholders from regulatory through to marketing.
WG is able to support companies in the development and delivery of robust value communication strategies. Key aspects include:

- **Value proposition:** The value proposition is the cornerstone in developing a value communication strategy. WG works with clients early in a product's development, utilising both internal and external data, to identify the desired value proposition and provide strategic advice on the data that will be required to support this. As data emerges, WG continues to test internal and external perceptions, enhancing and refining the value proposition throughout the product life cycle.

- **Global Value Dossier:** The development of a robust global value dossier is key to ensuring effective communication of the value story and in supporting reimbursement in individual countries. WG supports the development of a set of robust value messages to deliver the value proposition and provides strategic advice to ensure clients have the data they require to support their value messages. The GVD is developed to ensure evidence is delivered to the countries, to support each of the value messages in a clear and unambiguous style and ensure there is cohesion between the clinical and health economic story. Using our own in house digital expertise we are able to develop GVD in both on-line and off-line digital formats.

- **Publications:** Communicating evidence through journal publications is a critical success factor in demonstrating a product's value. WG has a wealth of experience in writing manuscripts leading to successful publication in journals with high impact factors. We have published in a range of journals with clinical, HEOR and marketing interests.

- **Training:** In addition to ensuring that internal stakeholders are trained on the use of key tactics such as the global value dossier and the health economic models, it is important to train teams on the effective delivery of the value story and also on handling objections that may be raised. WG can provide training on all aspects of value communication to ensure teams are confident and well-equipped to communicate the value story and therefore maximise the commercial success of the product.

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