## Background
- In this era of pricing pressures and market access barriers, pharmaceutical and biotechnology companies have come to appreciate the importance of demonstrating and articulating the value of their products.
- Developing a value proposition is the principal step for defining the unmet need for a product in the marketplace.
- The value proposition provides an essential roadmap to guide a sound HEOR strategy.

## Issue
- The sponsor needed to develop the value proposition for its product based on what is known from Phase II research, what are anticipated to be significant endpoints of clinical differentiation from Phase III research, and what are considered by clinicians to be the principal treatment and outcome issues that predominate this class of pharmaceutical agents.
- A HEOR strategy was needed to generate evidence that would help position the new product against an established market leader/innovator.

## Strategy
- This project was conceived and designed to answer key clinical, safety, and reimbursement questions surrounding the existing market leader.
- EPI-Q developed and conducted a directed interview process to prioritize HEOR targets for studies to be completed prior to the new product launch.
- Key opinion leaders from within the company’s scientific leadership, practicing clinicians, and experts in the field of anemia management were interviewed.
- The information and insights gained through the interview process were combined with a thorough literature review focused on the primary indication for the new drug.
- The presence of clinical concerns, coupled with a paucity of published data, resulted in a literature gap analysis used to develop the final HEOR study priorities.

## Outcome/Findings
- This process yielded 8 study concepts coupled with a study and publication timeline designed to support product launch.
- This work also resulted in an Advisory Group meeting of key opinion leaders in the field who contributed to the timeline development.