

CASE STUDY: PROVIDING EU5 MARKET ACCESS STRATEGY AND REIMBURSEMENT SUPPORT

About the Sponsor

The Sponsor is a specialty pharmaceutical company developing treatments for emergency care and rare diseases. With a diverse portfolio of products, the Sponsor provides critical healthcare solutions for patients worldwide.

The Challenge

The Sponsor company wanted to secure regulatory approval from the European Medicines Agency (EMA) and launch their product in the EU5 (France, Germany, Italy, Spain and the United Kingdom). However, the Sponsor was not familiar with the regulatory or reimbursement processes in Europe, having no infrastructure in any of the EU5 markets to support or provide guidance for its long-term strategy.

WEP Solution

With our experience in rare diseases, pricing, and reimbursement, we were able to help the Sponsor achieve its goals, working cross-functionally within the organization, as an integrated market access partner. Our team provided the Sponsor with a robust market access strategy and developed the Health Technology Assessment & Health Economics dossiers. We also engaged key stakeholders at all levels to ensure the treatment's clinical value to patients in the specific therapy area was understood.

The Outcomes



Secured critical access
for patients



Reimbursement was
successful in all markets



Orphan Drug Application
was approved



Demonstrated value
benefit ratios