

Pricing & reimbursement activities for the French market



A global company recently entrusted to BlueReg the management of pricing and reimbursement activities to bring their product on the French market. Pricing and reimbursement strategy and activities are specific to each country. In France, the positioning of the product as compared to competitors, the presentation of data, their robustness (...) are key in the evaluation process. P&R activities are key activities for each company. A good understanding of the French market, of the process of evaluation, of past delivered opinions by involved authorities (HAS and CEPS) are crucial points. The results of negotiations with HAS and CEPS may determine the decision of the pharmaceutical company to launch the product in France or not.

Challenges

The project involved several activities (strategical advice, writing, hearing preparation) with tight submission dates and with multiple actors: client headquarter and local affiliate, board of experts and Authorities.

These activities were key for the client as they determine the decision of the launch of his product on the French market.

During this project, a strong relationship was built, with the client putting their full trust in BlueReg expertise in market access activities.

BlueReg support

BlueReg has a broad experience in strategical market access activities. BlueReg put together a dedicated team of pharmacists with appropriate expertise, and project management skills to meet the HAS and CEPS requirements and to best satisfy the client's expectations.

The activities covered by BlueReg senior consultant team were:

- Provision of strategical advice/guidance:
 - On the positioning of the product, strengths and weaknesses of the project / product
 - On provisional timelines
 - On all expected steps and interactions with HAS and CEPS
 - On the format of the dossier for a compliant electronic / paper submission

Writing activities:

- Preparation of HAS dossier
- Preparation of CEPS dossier
- Collection and implementation of experts' comments in above-mentioned dossiers
- Preparation in due time of the responses to the questions raised during evaluation process

Support for hearing at the HAS:

- Preparation of the slide kit
- Organisation of the rehearsal before actual meeting with Authorities

Project Management:

- Main contact point with the client, the board of experts and the Authorities
- Coordination of project team activities
- Communication with the different parties
- Respect of timelines
- Sharing of information with headquarters / affiliate according to clients' expectations throughout the whole process

Achievements

- Preparation of a slide presentation to describe market access (pricing and reimbursement process)
- Preparation of a feasibility / positioning analysis for the product on the French market
 - Data analysis
 - Environmental analysis: comparators, therapeutic strategy, public health needs
 - Synthesis: risk analysis, opportunities
- Preparation of the dossier for submission to the transparency commission for the inscription of the product on the list of reimbursable medicines for persons covered by social security and community list
- Preparation of the pricing dossier to be submitted to the CEPS (Health Products Economic Committee)
- Actual submission to the HAS (through electronic platform) and the CEPS
- Preparation of a slide kit for hearing with HAS
- Coordination and participation in several meetings with the client and the board of experts
- Management of tight timelines according to client's expectations and Authorities' requirements
- Full client satisfaction, with great appreciation of the team's expertise and strong relationship for P&R activities. Management of tight timelines according to client's expectations and Authorities'

How BlueReg can support you ?

Market Access France

BlueReg has a team of Market Access experts dedicated to supporting your company through the full pricing and reimbursement process (medicinal products and medical devices) in France.

From pricing and reimbursement strategy to submission to the Authorities, we provide flexible solutions to meet your company's needs.

Our services

Strategic consultancy for pricing and reimbursement:

- Recommendation on reimbursement and pricing strategy
- Expertise through the complete reimbursement process: new drugs and extension of indications or reassessment

Pricing and reimbursement application support

- Writing of reimbursement dossiers for the Haute Autorité de Santé / French National Authority for Health (HAS) (new registration, renewal, change of registration conditions and reassessment)
- Writing of pricing dossiers for the Comité Economique des Produits de Santé / French Economic Committee for Healthcare Products (CEPS): new registration and price increase
- Compilation and submission of the dossiers
- Interaction with authorities at every stage of the reimbursement process

Our latest engagements

- Strategic consultancy for pricing and reimbursement for a company launching an innovative medicinal product in the French hospital market
- Writing of pricing and reimbursement files for a new medical device
- Preparation of a meeting with the French National Authority for Health (HAS)

Why work with BlueReg ?

The team can provide full support for all aspects of the pricing and reimbursement process from registration to product maintenance activities providing strategic consultancy and/or hands-on operational support.

For more information please contact us

contact@blue-reg.com | www.blue-reg.com

Follow us on social media !



[@BlueregGroup](https://twitter.com/BlueregGroup)



[@Bluereg-group](https://www.linkedin.com/company/Bluereg-group)