

# HOW TO SET UP A STRONG HEOR CAPABILITY



*Insights from HEOR Leaders*

Strong HEOR teams develop evidence focused on patient outcomes to demonstrate the economic value of treatments, provide insights for healthcare decision makers, and enable optimal, cost-effective patient access. HEOR leaders build teams of experts that collaborate cross-functionally to identify and address evidence needs and translate data into compelling value propositions.

## 1 — Build teams with the expertise to influence decisions across the product lifecycle

- Hire people that bring expertise in product development and commercialisation, different healthcare systems, real world evidence generation, and economic modelling
- Leverage this expertise to develop a leading understanding of:
  - The patient experience, and the epidemiology and treatment landscape for the target disease areas
  - The needs and outcomes that matter to patients and healthcare decision-makers

## 2 — Collaborate cross-functionally through effective governance and processes

- Clearly define ways of working with key cross-functional partners, including:
  - **Clinical Development**, to ensure patient outcomes and decision-maker needs are incorporated into clinical development plans
  - **Medical Affairs**, to collaboratively drive Integrated Evidence Planning (IEP), capitalise on synergies, and avoid duplication of work relating to evidence generation
  - **Marketing and Market Access**, to ensure HEOR-driven evidence generation supports the brand objectives, enhances competitive positioning, and contributes to commercial success

## 3 — Identify and address stakeholder needs by playing an integral role in IEP

- Work closely with global and local teams to identify the evidence needs of patients and healthcare decision-makers
- Ensure patient and healthcare decision-maker needs are prioritised and incorporated into the integrated evidence plan through an empowered HEOR representative
- Drive the generation and analysis of data on real-world patient experiences and outcomes that address the priority evidence needs

## 4 — Translate data into compelling evidence that demonstrates sustained product value

- Leverage patient experience and outcomes-focused data to:
  - Develop compelling evidence of the continued quantifiable benefit of products
  - Support evidence-based value propositions that resonate with healthcare decision-makers
  - Enable impactful interactions with healthcare decision-makers that drive access, reimbursement, and improved patient outcomes

Novasecta has significant experience in supporting HEOR teams to be successful. Please contact Andrew Bell on [abell@novasecta.com](mailto:abell@novasecta.com) or John Gregson on [jgregson@novasecta.com](mailto:jgregson@novasecta.com) to discuss how we could support you.