

Research and Creation of Market Access Plan

Our client required Tardis Medical to research and create a market access plan for a brand new product which had just received marketing authorisation. The plan included how to make connections with the key influential specialist centres in the UK, sharing best practice and protocols to aid correct usage of the product in a clinical setting, useful handouts and materials for clinicians, and suggestions on how to ensure Pharmacists stock the product. A key part of the Market Access plan was the preparation of a health outcomes model which could be used with clinicians and pharmacists to help them see the budget impact and cost effectiveness of using the new product compared to other options. We also ran a development session for their KAMs on the above. The research conducted by Tardis Medical highlighted very clearly that the key to success was for the company to submit a dossier to various medical strategy groups. Our view was that NICE would recognise the outcomes of the submissions and would not request a further review. Our client did not have the internal resource to prepare the data for these submissions and they requested Tardis Medical to do this work for them