Second Look Proves Successful
Innovative Methodology Demonstrates Superiority for New Diabetes Medicine

They say a second look can be game changing. That's especially true for a top-15 pharmaceutical maker in Brazil that successfully challenged a Category II pricing designation for its new oral diabetes medicine thanks to a second look by Kantar Health's Evidências.

The Challenge

In 2014, a Brazilian pharmaceutical maker had high hopes for its new diabetes medicine. A comprehensive launch and marketing strategy was developed based on a Category I pricing designation. The company received approval for the medication from Brazil's Agência Nacional de Vigilância Sanitária (ANVISA, or National Agency of Sanitary Vigilance); however, when Brazil's price-setting body, Câmara de Regulação do Mercado de Medicamentos (CMED, or Drug Market Regulation Chamber), assigned the medicine Category II pricing status, the company's plans were in jeopardy.

The Kantar Health Difference

The company engaged Evidências to review the medicine's pricing dossier, which had been prepared by another company. The Evidências team analyzed the dossier that had been submitted to CMED and the reasons outlined by the CMED committee for denying Category I pricing status. CMED stated that while the new diabetes medicine had a better adverse events profile, it did not provide superior efficacy compared with standard treatments and therefore was not eligible for Category I status.

The Evidências team quickly recognized that the new medicine was in a different pharmaceutical class than other drugs used in standard treatment. Evidências conducted a fresh search of the literature and found studies that demonstrated that drugs from the same class as our client's medicine are superior to standard treatments. This information provided the perfect basis to develop an indirect comparison meta-analysis (ICMA) to demonstrate that our client's product was also superior to standard medicines. The Brazilian pharmaceutical company supported this strategy, so Evidências performed the ICMA and answered all of CMED's questions.

Because ICMA are not regularly used in dossiers, CMED summoned Evidências to a meeting to better explain the methodology, its pertinence and the strength of the results. Satisfied with the evidence presented, CMED granted Category I pricing status for the new oral diabetes medicine, allowing the company to proceed with launch and marketing as planned.

About Kantar Health

Kantar Health is a global market research and healthcare consulting firm for the world's leading pharmaceutical, biotech, and medical device/diagnostic companies. We connect science with research to resolve business challenges across the healthcare product lifecycle.

- Over 600 professionals dedicated to healthcare-focused consulting
- Broad disease experience
- Footprint in more than 40 countries; presence in 81 countries
- Industry-leading data and analytics tools
- Commitment to quality and social consciousness
- Part of Kantar, one of the world's largest consulting and market research firms, and WPP, the world leader in communications services