

How much is your innovation really worth?

- If it will not be reimbursed, it has no value
- If it does not compare favourably to an existing market solution, it has no value
- If your clinical translation strategy is poorly designed, it has no value
- If all your stakeholders are not aligned as early in the process as possible, it has no value

To correctly value your innovations, and prioritise investment; HTA & reimbursement strategies, potential primary endpoints and comparison analysis need to be inputted into your early stage design.

To address this pivotal strategic necessity, Genechron S.r.l. Echino Ltd. and Athena Market Access Solutions Ltd. are partnering to provide the following business solutions to the **Italian** Pharmaceutical, Biopharmaceutical and Medical Device sectors.

Feasibility

- Systematic review and meta-analysis to identify and evaluate real clinical activity of competing market solutions, and what your innovation should be trying to do

Clinical guidelines, transition, design and value maximisation

- Strategy, submission development, reviews, advice, project management, stakeholder management, training
- Study design and sample size calculation for observational epidemiological study and randomized clinical trials
- Study type evaluation and feasibility assessment
- Predictive inference (parametric and non parametric tests) and statistical modelling
- Preparation of statistical section of Study Protocol and SAP (Statistical analysis plan).
- Statistical programming and reporting in SAS according to multiple specification analysis

Biostatistical modelling

- ANOVA
- Simple and multivariate linear and/or logistic regression modelling
- Modelling for the analysis of repeated measures
- Survival analysis ROC curve and analysis
- Meta-analysis
- Non linear modelling

Health Technology Appraisals and appeals.

- Strategy, submission development, reviews, advice, project management, stakeholder management, training.

Early HTA scientific advice.

- Formal and informal procedures to gain national and subnational pricing and reimbursement advice on clinical development programs.

Market access materials development.

- Global value dossiers, payer value communication materials, publications

Field market access support.

- Training of market access field force

For more information and to obtain a quote for your needs please contact Jonathan.Dando@Genechron.com

and check [here](#)

