

# Navigating HTA Requirements During Development Through Early HTA Scientific Advice: Insights From Companies' Strategies, Challenges, And Priorities



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## Background

Pharmaceutical companies have been actively taking early scientific advice from Health Technology Assessment (HTA) agencies during development, with the aim to understand the HTA evidentiary requirements.

The evolving advice landscape, including multi-stakeholder and international collaborations, highlights the importance of proactive engagement. This opinion survey assessed international pharmaceutical companies' current experiences in seeking early HTA advice, explored strategies for forward-looking actions and considerations.

## Method

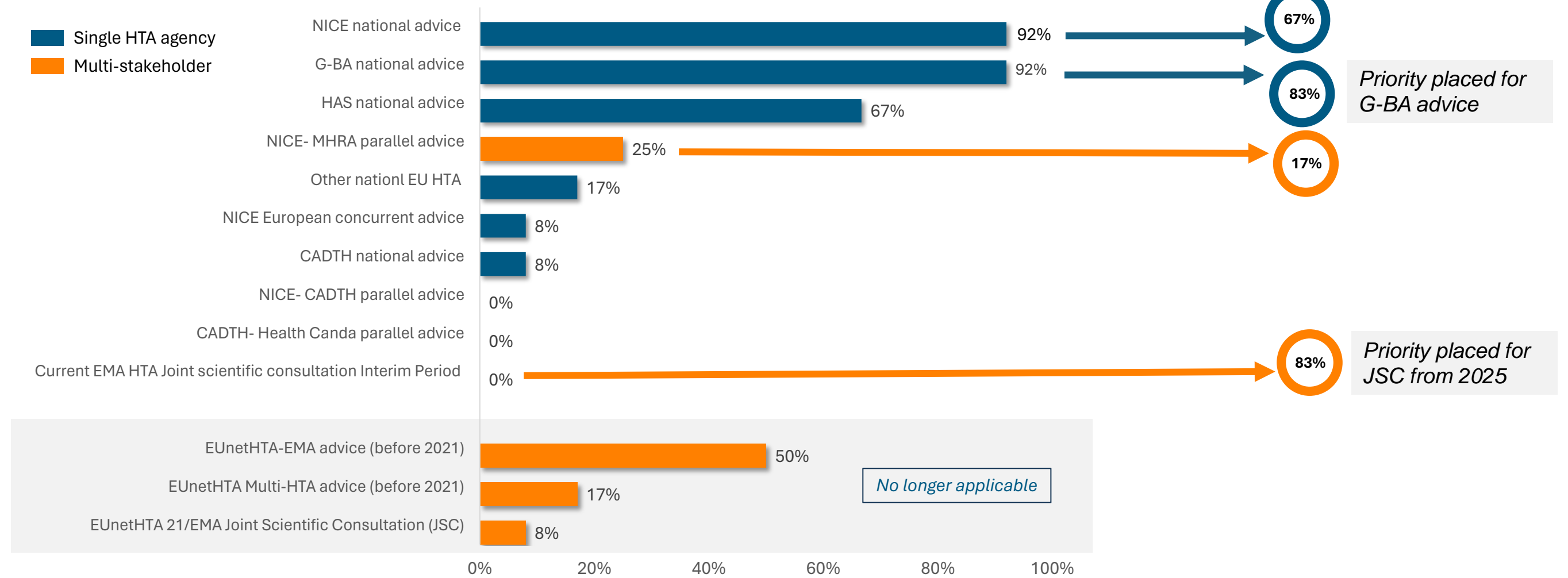
An opinion survey was designed and conducted in November 2023, as a cross-sectional questionnaire consisting of multiple-choice questions.

The questionnaire provided a qualitative assessment of companies' current strategies and experiences in taking early HTA advice as well as future considerations. Eligible survey participants were the senior management of Global HTA/Market Access Departments at top international pharmaceutical companies. Twelve out of 20 companies responded.

### What are the current experiences and future thinking?

Companies predominantly utilize advice from NICE and G-BA at the national level. While previous experiences involved multi-stakeholder advice through EUnetHTA, the survey reflects no current experiences in Joint Scientific Consultation (JSC) due to its limited availability during the interim period. Nevertheless, companies prioritize JSC for products currently in development.

Figure 1 Early HTA advice that companies have participated in the past 5 years



### How early should the early advice be? Get the timing right

Most advice is sought during Phase II trials. However, taking early HTA advice is impacted by both HTA agencies' availability and internal planning. 83% responded that the decision not to take HTA advice is due to inability to fit within the development timeline, while 84% responded rated limitations in terms of HTA agency capacity.

Figure 3 Timing of seeking early HTA advice

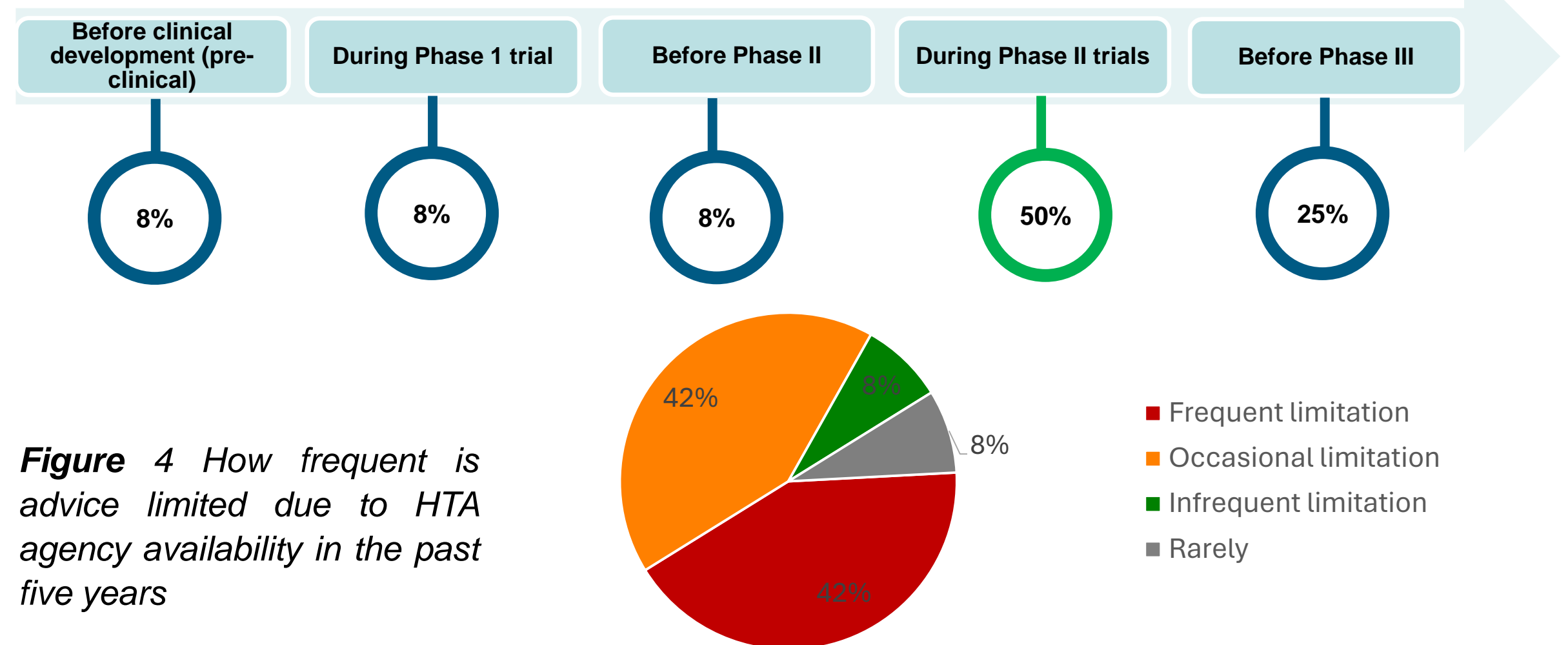
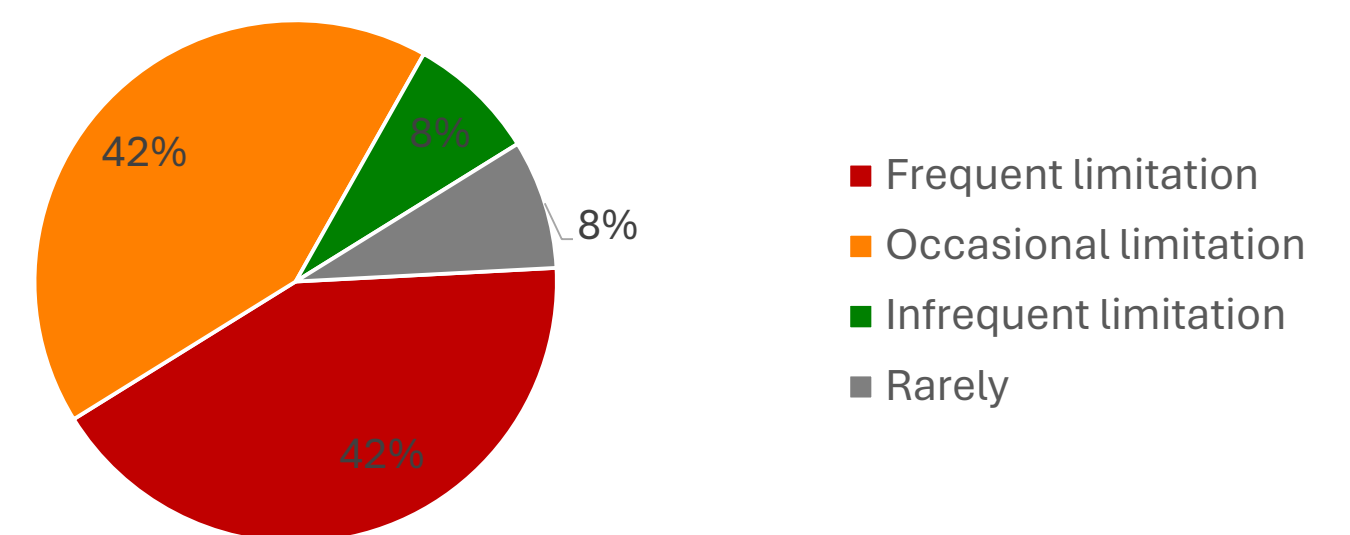


Figure 4 How frequent is advice limited due to HTA agency availability in the past five years

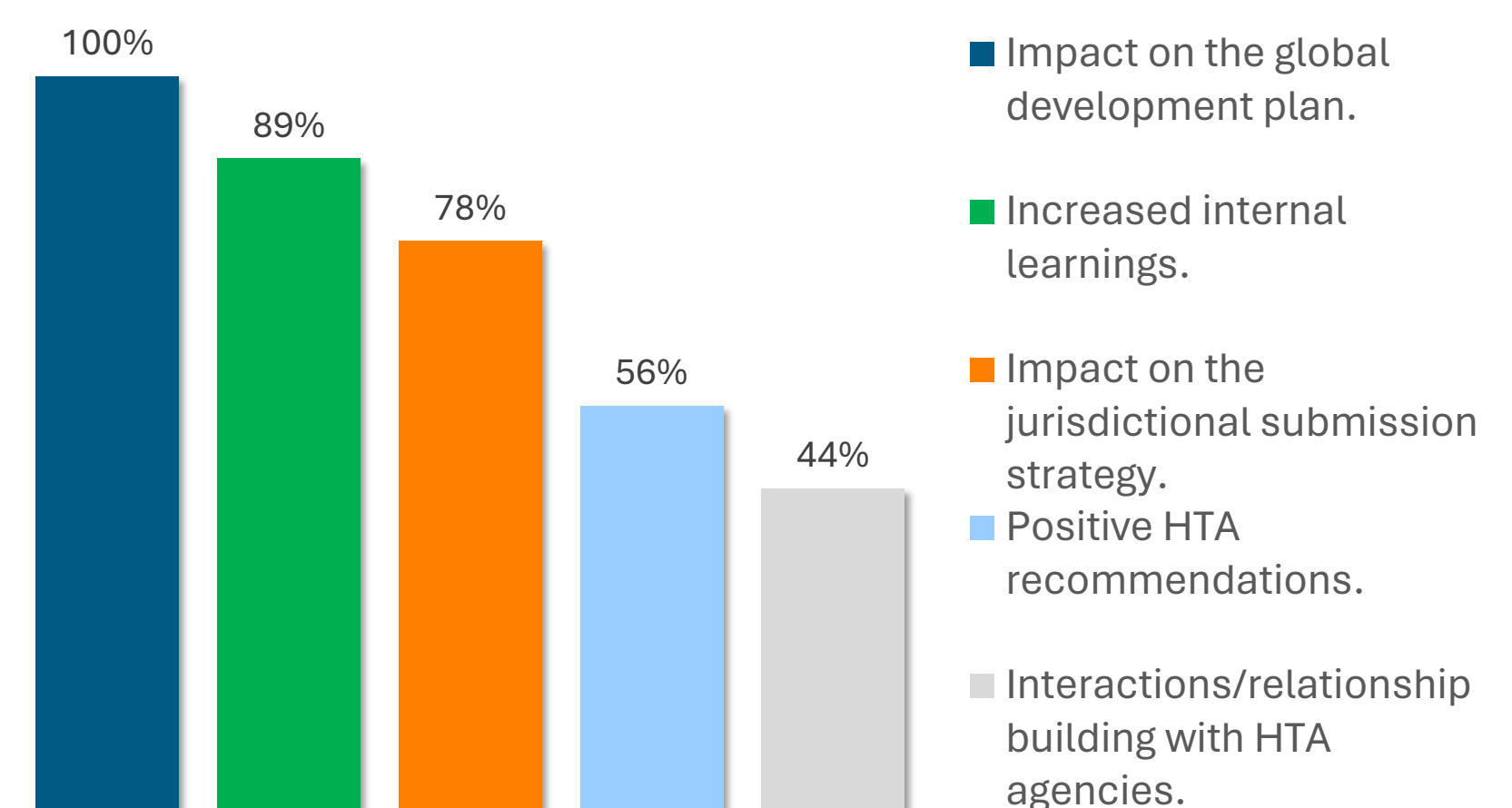


### Iterative experiences and learnings

Feedback loop need to be established to provide iterative learnings.

An identified potential indicator for Return on Investment (ROI) is the influence of advice on the development plan, with this factor ranking as the top indicator.

Figure 5: What measures do you believe should be implemented to effectively monitor the success of HTA advice internally?



## Conclusion

This survey assessed companies' practices in seeking early HTA advice, with most engaging national agencies such as NICE and G-BA. The lack of current JSC participation, despite companies' prioritization, highlights the agencies' need to enhance capacity and resources. Survey results underscored the importance of companies' adaptive strategies in the evolving environment, which can be supported by active measures of advice success.

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