INT. ®

ENABLING ANALYTICS-DRIVEN MARKET ACCESS STRATEGY FOR A GLOBAL BIOPHARMA LEADER

PROBLEM STATEMENT

INT.

A biopharma company preparing to launch its novel oncology therapy across EU5 and APAC markets faced growing uncertainty in aligning pricing, reimbursement, and market readiness.

Inconsistent messaging delayed Health Technology Assessment (HTA) and payer alignment.

Fragmented market access data hindered planning efficiency.

No unified framework for pricing or payer segmentation.

Teams lacked a shared analytics view of go-to-market risk.

INT.'S SOLUTION

INT. deployed an **Analytics-Driven Market Access Platform**, enabling teams to align on pricing, launch sequence, and access optimization based on market signals.

- **Global Access Dashboard:** Insights on pricing corridors, reimbursement timelines, and HTA verdicts.

- **Call & Visit Planner:** Analyzes epidemiology, patient funnel, and provides TAM/SAM/SOM models.

- **Sample Tracking Module:** Uses machine learning to forecast access tier outcomes.

- **Shipment & Document Center:** Combines clinical and HEOR data to enhance GxVxP (Geography x Value x Price) narratives.

6-Step Applied Process

01

Discovery:
Conducted joint workshops with Access, HEOR, Medical, and Commercial teams

02

Data Integration:
Unified EMR, claims, payer insights, and pricing data from EU5, Japan, Australia

03

Modeling:
Built region-specific forecasting and access risk scenarios with ML-backed frameworks

04

Dashboard Design:
Created interactive modules for pricing bands, HTA predictors, and TAM-SOM splits

05

Validation:
Ran simulations for three proposed launch prices and modeled impact on gross-to-net value

06

Enablement:
Trained teams across HQ and local affiliates to use dashboards in negotiation prep

IMPACT

12%

increase in expected **gross-to-net value** by refining pricing and sequencing

Cross-functional visibility into market access timelines and risk by geography

Accelerated payer engagement through data-supported value dossiers and HTA-ready insights

End-to-end dashboard adoption across Access, HEOR, Medical, and Commercial teams

Real-time competitor tracking enabled pre-emptive contracting strategies

Faster HTA prep using pre-modeled clinical-to-economics storytelling templates

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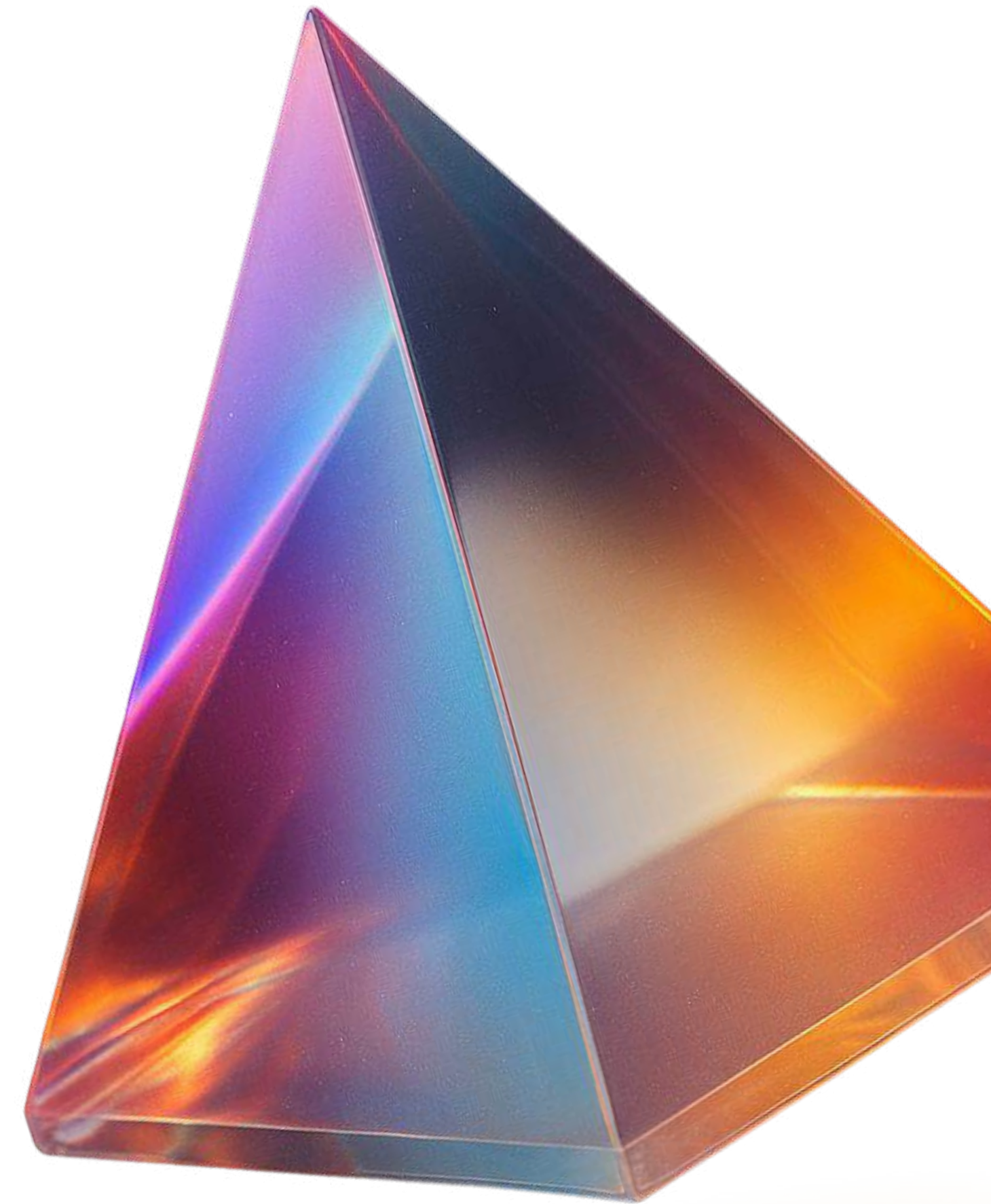
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