Excellence in Improving Market Access to Treatments

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Research/analysis covering any aspect of market access or other projects that are designed to help improve patient access to treatments

Highly Commended Entries:

Achieving Equitable Care in Advanced Parkinson's Disease

Jamie Margerison
Impact Health

George Sheen
Impact Health

Natalie Marley
AbbVie Ltd.

Executive Summary:

When Parkinson's disease reaches its advanced stages, it is vitally important that patients have access to a therapy appropriate to their symptoms' severity and 'complexity', which is currently not always the case.

In partnership with AbbVie, we employed a quantitative and qualitative methodology with hub-and-spoke recruitment that allowed us to reach relevant HCPs in Parkinson's-referring hospitals across the country.

Our study was able to robustly map out pathways and explore current knowledge and practices, generating novel insights to increase patient access. Several of the solutions identified in the research have been actioned resulting in positive movement towards more equitable care.

Reducing Inequities of Access to Secondary Breast Cancer Treatment via Patient Pathway Analytics

Stephen Jowett
IQVIA

Louise Jha
Novartis
Pharmaceuticals
UK Ltd.

Professor Andrew Wardley
The Christie NHS
Foundation Trust

Supporting team:
Deb Lancaster, Novartis Pharmaceuticals UK Ltd
Jake Clements, IQVIA UK&I
Ben McConnochie, IQVIA UK&I
William O'Reilly, IQVIA UK&I
Bruce Hellman, uMotif Ltd

Executive Summary:

The objective of this highly collaborative joint working project was that the Greater Manchester (GM) secondary breast cancer service could be optimised and that perceived variations in access to treatment addressed if a patient centric analytical approach to pathway optimisation was conducted.

The project sought to ensure that any insights and subsequent decision making would have the patient at the centre resulting in a powerful alignment between clinical activity data and information provided by the patient themselves conveyed using powerful data visualisation.

The impact is compelling; resulting in the focused implementation of innovative Consultant-led Pharmacist delivered oral therapy breast cancer clinics.