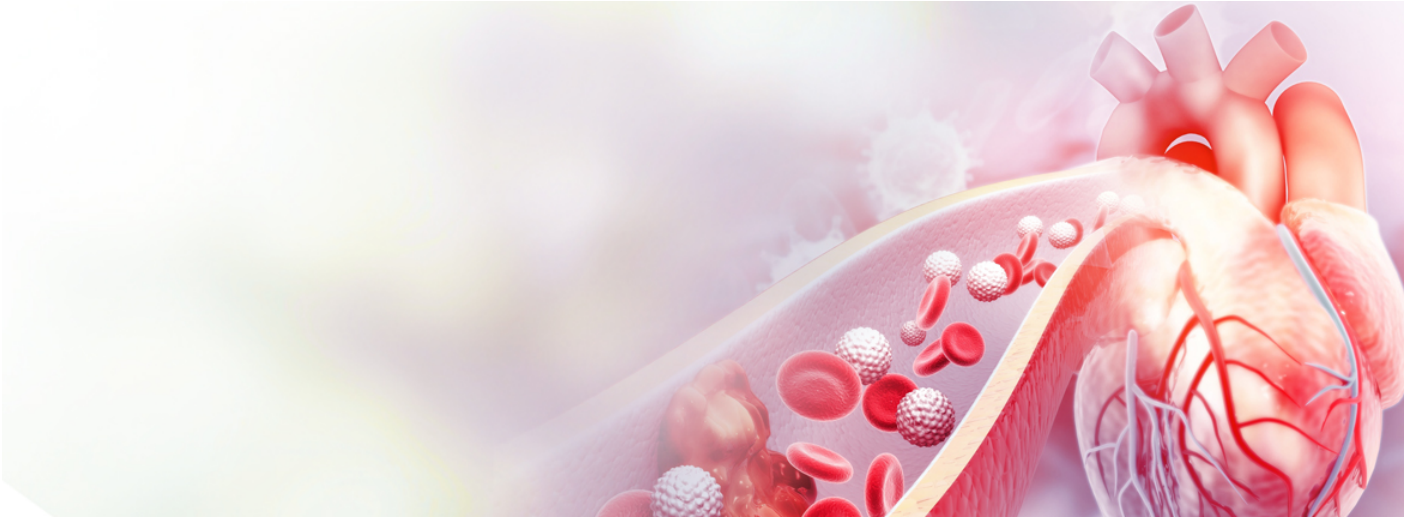


Economic Value Add from Reducing Each Type of Cardiovascular Event



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Substantial health system and societal value remains for reductions in cardiovascular events and mortality.

- **Bottom Line:** Novel therapeutics for primary prevention of cardiovascular disease (CVD) that are able to reduce major adverse cardiovascular events (MACE) by 20-30% in a high-risk population (which is in line with the effect size recently reported for a PCSK9i in this population) could produce a **value-informed price in the range of \$3,600-\$29,000 per year** at a recently suggested threshold. Larger reductions in MACE would produce higher value-informed prices. A lower baseline risk of MACE would produce lower value-informed prices.
- **Purpose of Report:** This report provides value-informed price ranges and estimates of the societal benefit potentially generated by novel therapeutics used for primary prevention of CVD. Within the report, value-informed price ranges and estimates of societal benefit are calculated assuming different levels of MACE reduction (from a 10% reduction in MACE to a 70% reduction in MACE), different cost-effectiveness analysis frameworks, different cost-effectiveness thresholds, and different levels of baseline risk for a MACE.
- **Key Economic Value Drivers:** Much of the estimated economic value generated by novel therapeutics for primary prevention of CVD is the result of increased survival. Additionally, a generalized risk-adjusted cost-effectiveness analysis framework attributes more value to the novel therapeutic because it can capture the risk aversion from avoiding an infrequent but severe event like a MACE and the reduction in uncertainty around one's future health which are not well captured with conventional outcomes like the quality-adjusted life year.
- **Interpreting the Findings:** We do not provide these estimates to suggest a price for a novel therapeutic or to make product-specific claims of cost-effectiveness, but rather to quantify potential health system and societal value, identify key drivers of health system and societal efficiency, suggest "novel" value elements that may influence the health economic value proposition, and provide a reference point for how a product might perform under different cost-effectiveness analysis frameworks and assumptions. This may be useful for companies and company builders as they think about evidence generation and the potential societal value of their products under development.

Read our full report for more details and discussion.

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