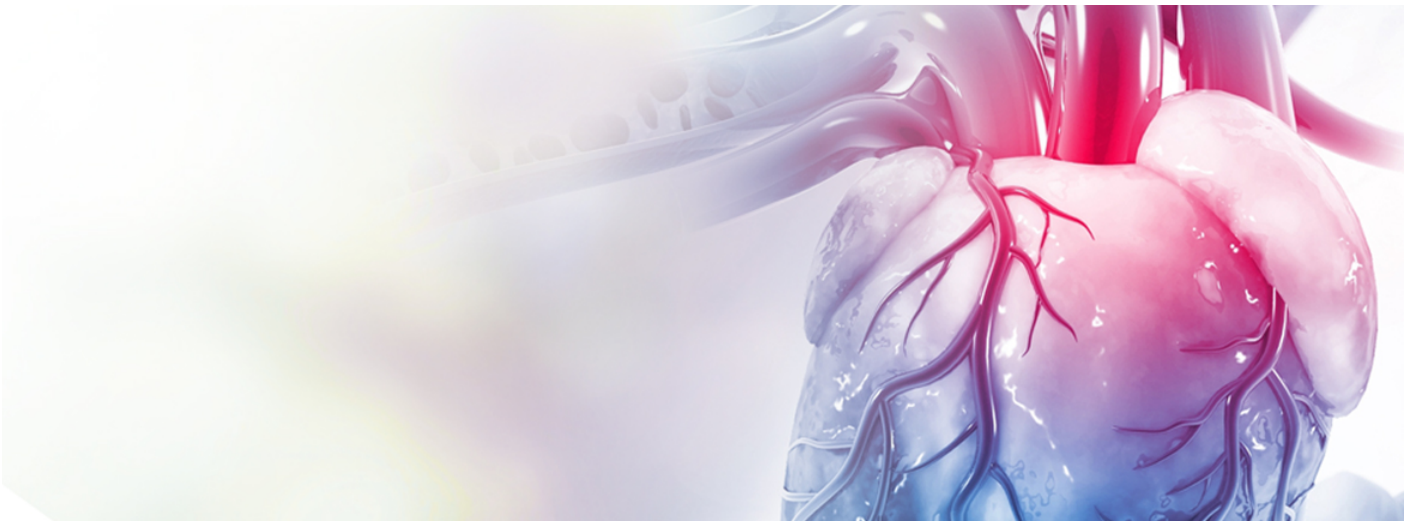


Pricing the Next Wave for CVD Secondary Prevention: A Value- Centric Lens based on Historical Market Rewards



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A value-anchored price for a novel therapeutic for the secondary prevention of cardiovascular disease that reduces cardiovascular events by 20-30% could range from \$4,300 to \$9,000 per year.

In this Center for Pharmacoeconomics Spotlight, we calculate historical estimates of payers' willingness-to-pay for advanced lipid-lowering therapeutics for the secondary prevention of cardiovascular disease.

- Rather than focusing on historical list or net prices, we evaluate the total health system costs relative to the health outcomes gained. This provides a value-centric perspective on how the market has previously valued innovation for the secondary prevention of cardiovascular disease. We then apply this same framework to translate historical willingness-to-pay into value-anchored price ranges that may be relevant for future entrants to the secondary prevention treatment landscape.
- Our analysis suggests that payers have reimbursed advanced lipid-lowering therapies at total health system costs of approximately \$110,000 per healthy year gained. This should not be interpreted as the cost-effectiveness of these treatments, but rather the historical willingness-to-pay based on the modeling framework we specified.
- Building on these retrospective insights, we then applied the same modeling framework to estimate value-anchored price ranges for future entrants into the secondary prevention treatment landscape. Read the full report for our value-anchored price ranges based on these historical market rewards.
- These findings provide biotech executives and investors with a differentiated framework to assess value creation, competitive positioning, and potential pricing acceptance for development-stage therapies for the secondary prevention of cardiovascular disease.

For details on obtaining full access to the report, contact us via email at cpe@medacorp.com.

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