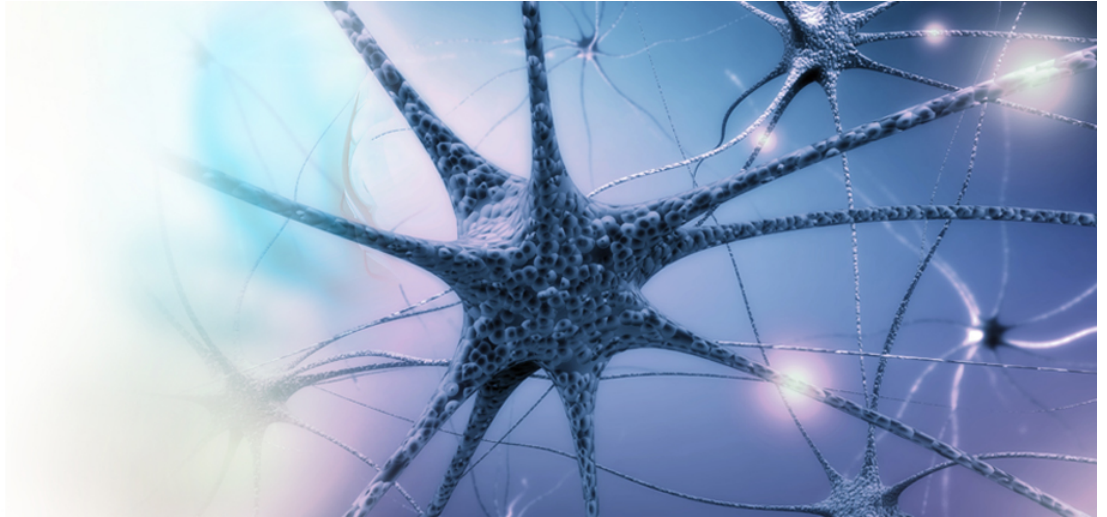


Value-Informed Launch Price Estimates for Disease-Modifying Therapies for RRMS



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Substantial value is created from delaying progression and reducing relapses.

In this Center for Pharmacoeconomics Exclusive, we calculated value-informed launch price estimates for a disease-modifying therapy for relapsing-remitting multiple sclerosis. These price estimates ranged from tens of thousands of dollars annually under conservative health system-only frameworks to several hundred thousand dollars annually when broader societal value elements and higher willingness-to-pay thresholds were considered.

Key takeaways:

- **Value-informed price estimates vary substantially across frameworks and thresholds.** The estimates can vary widely depending on treatment effectiveness, cost-effectiveness framework, and the value elements considered, highlighting how clinical performance and economic assumptions can defend pricing.
- **Treatment effectiveness is a primary driver of economic value.** Greater reductions in disability progression and relapse rates substantially increase value-informed price estimates, underscoring the potential influence of clinical performance on pricing conversations.
- **Including societal value elements meaningfully increases estimated value.** Accounting for impacts beyond the healthcare system (e.g., patient productivity gains and reductions in caregiver time) can substantially increase value-informed price estimates compared with analyses limited to health system costs.
- **Modeling long-term drug pricing dynamics affects estimated value.** Incorporating expected price reductions following loss of exclusivity and generic entry provides a more realistic representation of long-term treatment costs for a chronic condition such as RRMS, where patients may remain on therapy for decades.
- **Implications for biotech companies and investors.** Understanding how clinical outcomes translate into value-based price estimates can help contextualize the potential economic value of pipeline therapies, guide evidence generation, and inform pricing acceptance in an environment of increasing pricing scrutiny.

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

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