ASCERTA·IN»

Affordability and **S**ustainability improvements through new pricing, **C**ost-**E**ffectiveness and **R**eimbursemen**T** models to **A**ppraise **IN**novative health technologies.

IMPROVING ACCESS TO INNOVATIVE HEALTH TECHNOLOGIES

ASCERTAIN addresses the need of patients, physicians, payers, regulators, and manufacturers to improve affordability and accessibility to innovative health technologies (including pharmaceuticals) in Europe.

In an ever-evolving landscape of healthcare, one critical challenge stands out: the glaring disparity between the rapid advancement of innovative health technologies and their equitable accessibility. As medical breakthroughs continue to reshape possibilities of patient care, a significant portion of the global population finds itself on the fringes of these transformative solutions. The existing state of affairs paints a concerning picture: a scenario where groundbreaking pharmaceuticals, cutting-edge medical devices, and advanced diagnostic tools are often out of reach for those who need them the most. Disparities in access not only hinder individual well-being but also perpetuate systemic inequalities, impacting healthcare systems and threaten their sustainability on a broader scale. And that's where ASCERTAIN comes into play.

OUR GOAL:
IMPROVING AFFORDABILITY AND SUSTAINABILITY OF INNOVATIVE HEALTH TECHNOLOGIES

Key aims

1. Improve affordability and accessibility of innovative medicines and medical devices

2. Enhance methods of pricing, cost-effectiveness, and reimbursement

3. Reward innovation

4. Increase transparency and accountability in decision-making

5. Contribute to the sustainability of healthcare systems

6. Include perspectives of stakeholders such as patients, industry, healthcare professionals, policy-makers and payers

7. Consider the variation in healthcare systems and regions across Europe

8. Develop cloud based, publicly accessible policy support tools for decision-makers

Find out more about our work packages here:
www.access2meds.eu/work-packages

INNOVATION IN ACTION:
ASCERTAIN'S METHODOLOGY FOR SUSTAINABLE HEALTH TECHNOLOGIES

DESK-BASED RESEARCH

MULTILATERAL ACTIVITIES

› Project partners
› Advisory board

Stakeholders
› Patients
› Pharmaceutical industry
› Researchers
› Clinicians
› Payers
› General public
› Policymakers and governments
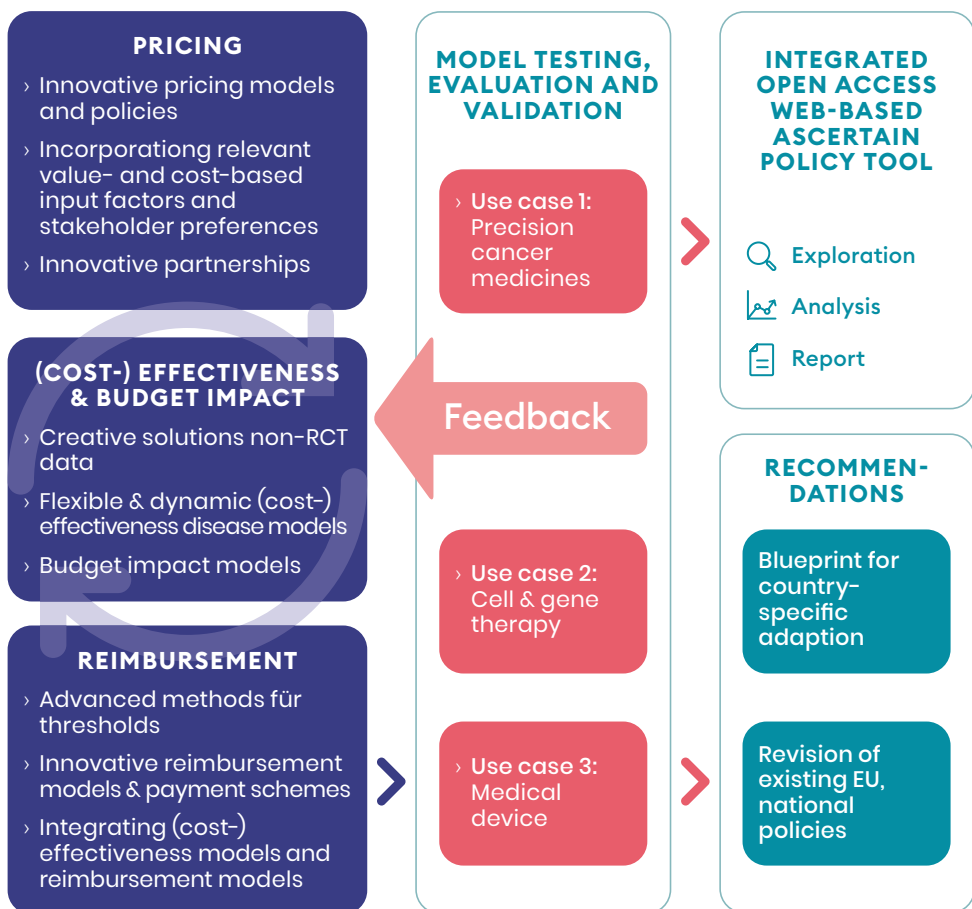
ASCERTAIN FRAMEWORK

LITERATURE REVIEW

Mapping and comparing
› Existing pricing models
› (Cost–)effectiveness models, thresholds and reimbursement models
› Payment schemes between EU member states

Stakeholder's value and preferences

DATASETS INTEGRATION

› Clinical data
› Resource use data
› Cost data, other datasets

ASCERTAIN aims to enhance the methods used for pricing, effectiveness, and reimbursement models for precision cancer medicines, cell and gene therapies, and medical devices/diagnostics. These models will integrate into an open-access tool covering pricing strategies, broad HTA frameworks, and innovative reimbursement schemes. Through multi-stakeholder collaboration, the project intends to offer adaptable, scalable solutions, involving industry, government, healthcare professionals, and patients in decision-making. ASCERTAIN's structure involves the ASCERTAIN framework, algorithms for models and policies, a technical component and recommendations.

PRICING

› Innovative pricing models and policies

› Incorporationg relevant value- and cost-based input factors and stakeholder preferences

› Innovative partnerships

(COST-) EFFECTIVENESS & BUDGET IMPACT

› Creative solutions non-RCT data

› Flexible & dynamic (cost-) effectiveness disease models

› Budget impact models

REIMBURSEMENT

› Advanced methods für thresholds

› Innovative reimbursement models & payment schemes

› Integrating (cost-) effectiveness models and reimbursement models

MODEL TESTING, EVALUATION AND VALIDATION

› Use case 1: Precision cancer medicines

Feedback

› Use case 2: Cell & gene therapy

› Use case 3: Medical device

INTEGRATED OPEN ACCESS WEB-BASED ASCERTAIN POLICY TOOL

🔍 Exploration

📈 Analysis

📄 Report

RECOMMEN-DATIONS

Blueprint for country-specific adaption

Revision of existing EU, national policies

ASCERTAIN'S IMPACT ON KEY STAKEHOLDERS IN HEALTHCARE

The ASCERTAIN project targets multiple stakeholders in the healthcare system, each with unique needs and goals.

For the **pharmaceutical industry**, ASCERTAIN offers recommendations for Health Technology Assessment (HTA) and provides new knowledge on value creation, pricing, and access. The project aims to assist the industry in making informed decisions regarding the affordability and sustainability of innovative health technologies (IHTs).

Patients benefit from the ASCERTAIN project as it aims to provide faster access to IHTs and fair pricing. The project seeks to enhance the affordability and accessibility of innovative health technologies and ensure that patients are able to benefit from the latest advancements in healthcare.
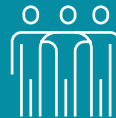
Researchers will find the ASCERTAIN project particularly useful as it offers open access to data and an open access policy tool. The project's aim is to provide researchers valuable insights into the development of new pricing and reimbursement models and to support the advancement of healthcare research.

Clinicians will benefit from the ASCERTAIN project's efforts to improve the accessibility and affordability of innovative health technologies. This will help to ensure that patients are able to access the latest advancements in healthcare, which will in turn improve the quality of care that is available to patients.

Payers such as solidarity-based and not-for-profit health insurers and public health funds will benefit from ASCERTAIN by having a tool at hand to assist in making informed decisions about the pricing and reimbursement of medicine and innovative health technologies.

The general public also stands to benefit from the ASCERTAIN project. The project's efforts to improve the affordability and accessibility of innovative health technologies will help to ensure that public funds are being used in the most effective way possible and that patients are able to access the latest advancements in healthcare.

Policymakers and governments (including regulatory bodies) will benefit from the ASCERTAIN project's recommendations for cost-effectiveness, reimbursement, and budget impact modelling. The project provides policy-supporting tools that can inform decision-making at the governmental level and help to ensure that public funds are being used in the most effective way possible for the benefit of better healthcare for patients. Further, they may benefit from the efforts to build a method to attribute value tags to health technologies. The project seeks to provide regulatory bodies with information that can help them make informed decisions about the pricing and reimbursement of new health technologies.
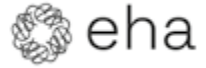
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