

# POSITION PAPERS

## PRICING, MODELLING AND REIMBURSEMENT OF INNOVATIVE HEALTH TECHNOLOGIES

Innovative health technologies present major opportunities for patients, but also raise key challenges for healthcare systems: how to set appropriate prices, how to assess value and uncertainty, and how to ensure sustainable access.

To present ASCERTAIN's work on these topics in a clear and consistent way, we developed three position papers on Pricing Methods, Cost-Effectiveness and Budget Impact Models, and Reimbursement Models. Based on evidence reviews and stakeholder input, all three papers follow a common structure: they summarise the key results from the reviews, outline recommendations derived from these findings, and show how these recommendations are being addressed and integrated within ASCERTAIN.

### PRICING METHODS FOR INNOVATIVE HEALTH TECHNOLOGIES

Work Package 4 (WP4), led by Gesundheitsökonomisch Gesells (GÖG), the Austrian National Public Health Institute, focuses on developing new approaches for pricing innovative health technologies. It uses the design elements, principles, and algorithms for model-driven pricing that integrate both value and cost perspectives, a central challenge set in finding the right balance between improving patient access and supporting innovation and entrepreneurship. Partners from academia, patient organisations, professional associations, industry, and payers contribute their expertise to ensure a broad and balanced perspective on pricing policies for innovative technologies.

This position paper summarises the key findings from scoping literature reviews, outlines recommendations derived from the evidence, and explains how ASCERTAIN addresses these through concrete actions.

- › What did we learn about pricing methods?
- › How can pricing become fairer and more sustainable?
- › How does ASCERTAIN turn evidence into practice?

### COST-EFFECTIVENESS AND BUDGET IMPACT MODELS FOR INNOVATIVE HEALTH TECHNOLOGIES (IHT)

Work Package 5 (WP5), led by the University of Oslo (UiO), focuses on developing cost-effectiveness models and budget impact models for innovative health technologies (IHT). These models aim to support more transparent and evidence-based decision-making by providing a structured approach for the development of innovative health technologies. They also support the development of evidence-based pricing and reimbursement policies. Partners from academia, professional organisations, patient groups, industry, and payers contribute their expertise to ensure a broad and balanced perspective on the development and application of these models.

This position paper summarises the key findings from scoping literature reviews, outlines recommendations derived from the evidence, and explains how ASCERTAIN addresses these through concrete actions.

- › What did we learn about modelling methods for innovative health technologies?
- › How can modelling approaches better support health technology assessment?
- › How does ASCERTAIN turn modelling evidence into practical HTA tools?

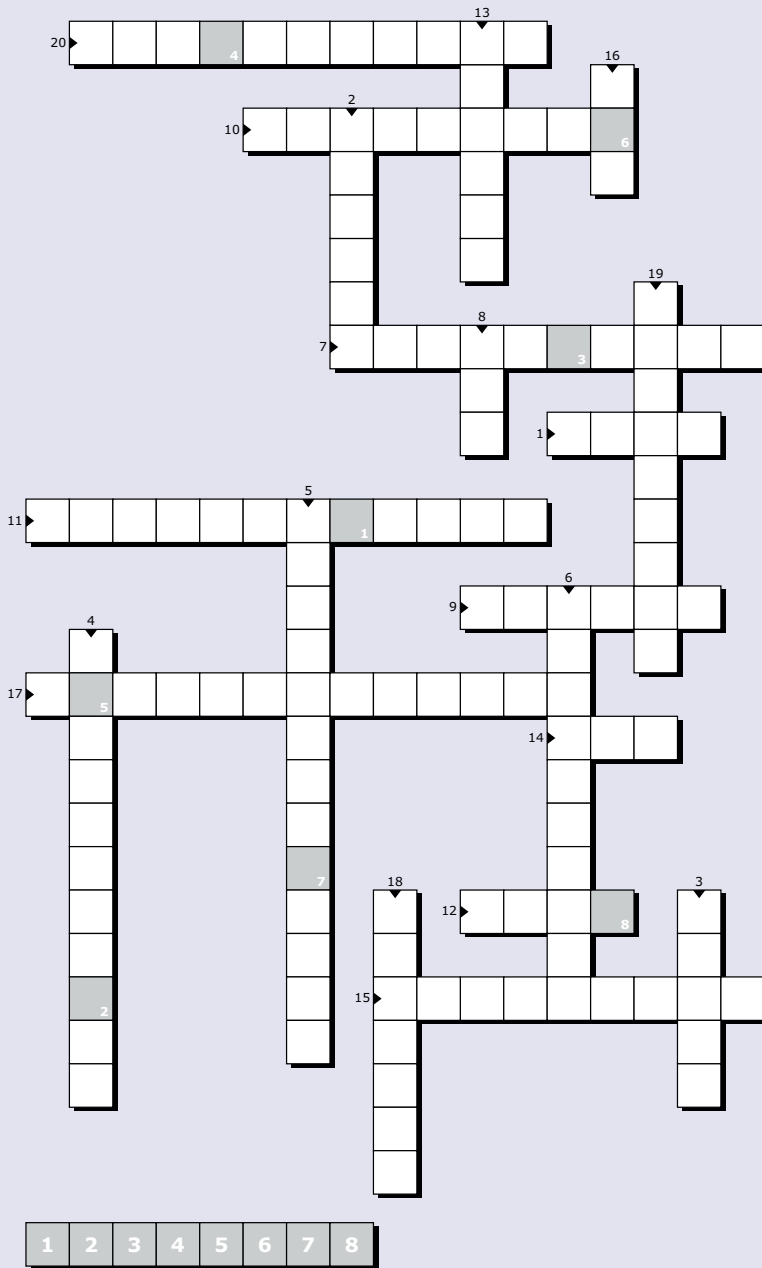
### REIMBURSEMENT FOR INNOVATIVE HEALTH TECHNOLOGIES

Work Package 6 (WP6), led by Erasmus University Rotterdam (EUR), focuses on the development and evaluation of reimbursement approaches for innovative health technologies (IHT). The research in WP6 is structured around three key elements: cost-effectiveness thresholds (CETs) and reimbursement models and payment schemes. The goal of the CET research is to determine how thresholds can be used to better select quality patient care and broader benefits of value. The goal of the reimbursement model research is to develop and evaluate innovative, dynamic reimbursement approaches that can select the most beneficial of managed entry agreements (MEAs), quantify decision uncertainty, incorporate new evidence over time, and support sustainable and equitable access to innovative health technologies. These approaches aim to inform more transparent and evidence-based reimbursement decision-making. Partners from academia, patient organisations, professional associations, industry, and payers contribute their expertise to ensure a broad and balanced perspective on reimbursement policies for innovative technologies.

This position paper summarises the key findings from scoping literature reviews, outlines recommendations derived from the evidence, and explains how ASCERTAIN addresses these through concrete actions.

- › What did we learn about cost-effectiveness thresholds and managed entry agreements?
- › How can reimbursement policies better address uncertainty and value?
- › How does ASCERTAIN support better reimbursement decision-making?

# TEST YOUR KNOWLEDGE



1. Abbreviation of the organisation leading WP4
2. The ASCERTAIN pricing model aims to promote this
3. The ASCERTAIN pricing model aims to integrate two perspectives: cost and \_\_\_\_ ?
4. Process frequently used alongside pricing policies to determine final medicine prices
5. One of four core concepts in access-based pricing definitions, alongside value, costs and profits
6. Method used in ASCERTAIN to capture stakeholder views on relevant price determinants
7. Type of diagnostic technology used as a use case to explore pricing challenges in ASCERTAIN: Next-generation \_\_\_\_
8. Abbreviation of the organisation leading WP5
9. "Single-arm \_\_\_\_" increasingly used as evidence in HTA
10. Data collected outside clinical trials, reflecting routine clinical practice
11. Statistical method used to compare treatments across multiple studies
12. "\_\_\_\_ access models" support more efficient and standardised decision-making
13. \_\_\_\_ models can be adapted to local contexts
14. Abbreviation of the organisation leading WP6
15. Benchmark used to judge whether a treatment is considered cost-effective
16. Economic indicator sometimes used to inform threshold setting in practice
17. Process by which healthcare systems decide whether to fund a treatment
18. Type of agreement linking payment to real-world performance
19. Approach emphasising reassessment over time as new evidence becomes available
20. What does "WP" stand for in project terminology?

## LET'S STAY IN TOUCH.

Follow us on LinkedIn for updates on our mission to improve the affordability and accessibility of innovative health technologies in Europe.

