

Fireside chat: EU HTA Regulation CDDF Webinar

Industry perspective

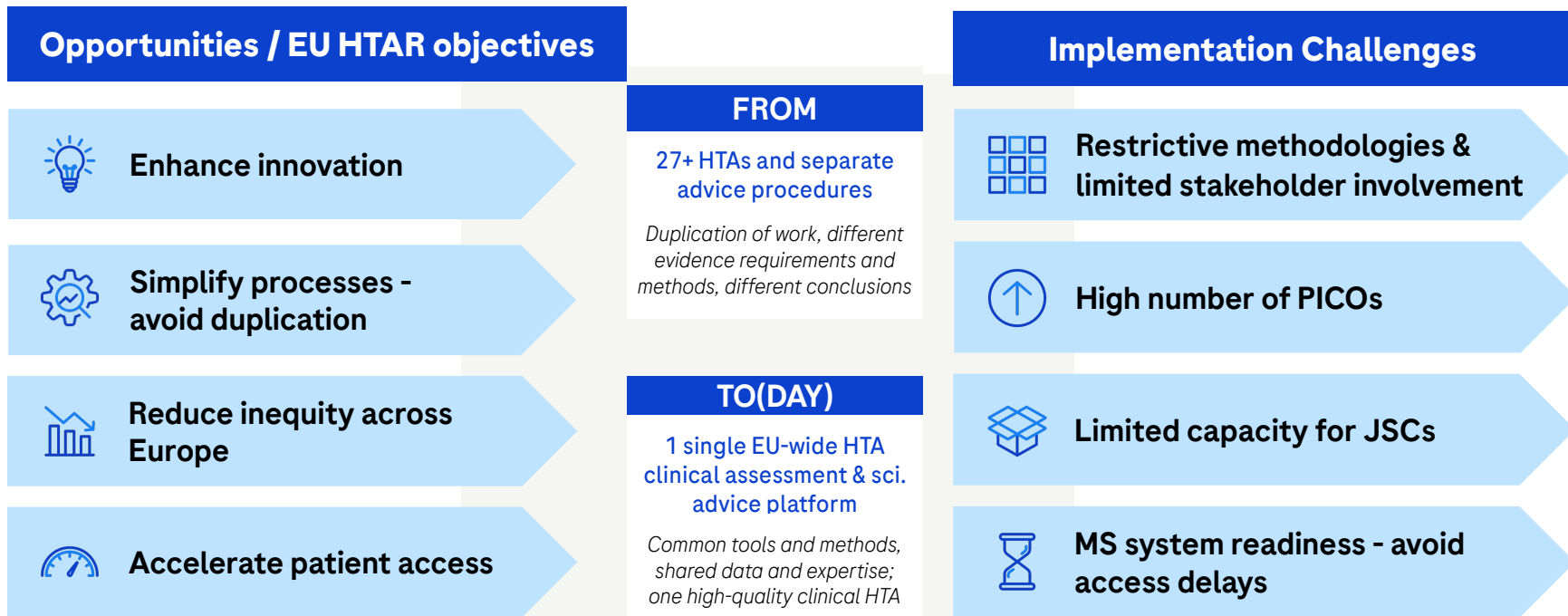
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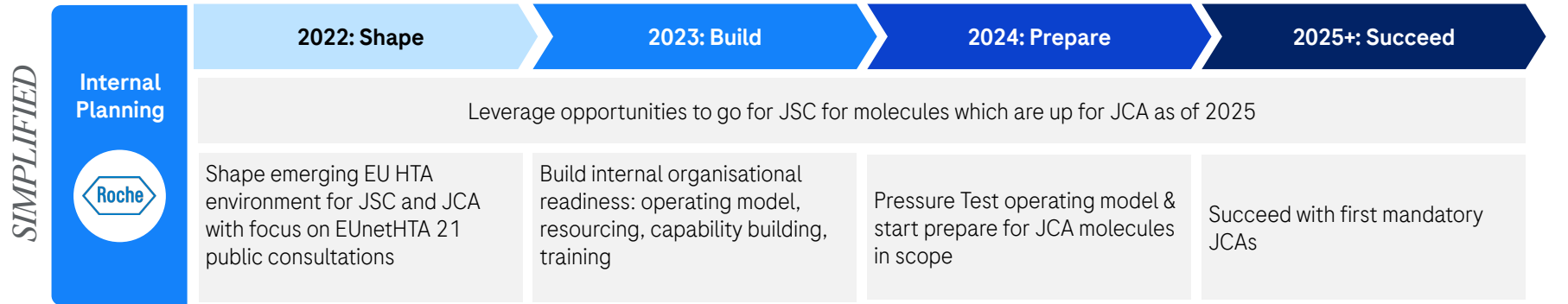
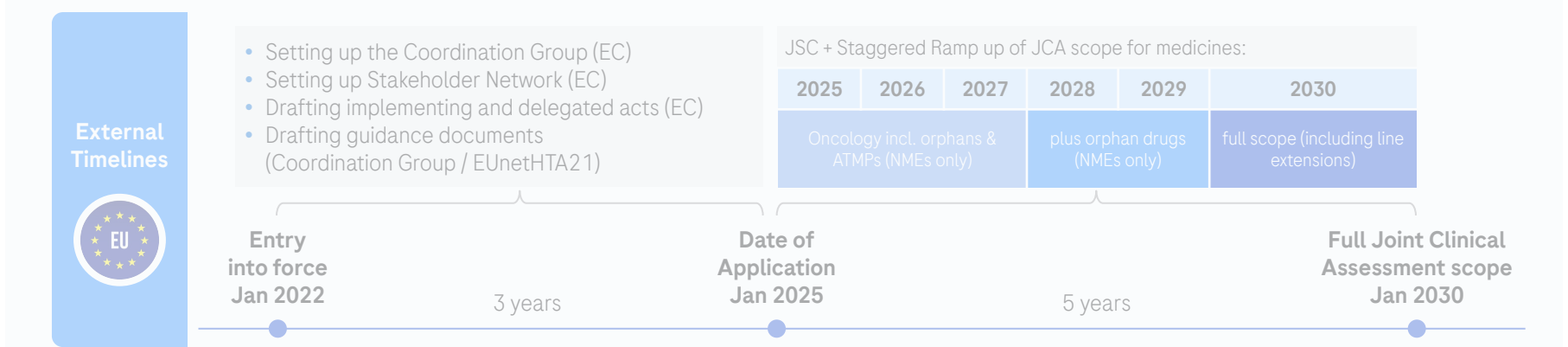
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While EU HTA presents an opportunity for faster and broader patient access and increased predictability we also see challenges in its implementation



External milestones determine(d) internal priorities

Internal Project Phases & Priorities



What is needed for internal EU HTA readiness

Internal critical success factors

Create mindset shift:	Think differently. EMA and EU HTA authorities & payers as equally important external stakeholders.
Start early :	JSC key milestone in the drug development process.
Succeed together:	Key partnership with Access / Regulatory and Global / Affiliates.
Anticipate PICO:	Work at risk & Digitalisation to mitigate lack of HTD involvement and tight timelines.
Prepare Trade-offs:	Mitigation strategies to reconcile Global Drug Development & EU HTA requirements.
Plan for trainings:	Leverage existing capabilities, build new capabilities and capacity and plan for learning loops.
Stay involved with Policy:	Continuous & aligned external engagement on EU and local level will continue to be key.
Think Global:	Be prepared for global halo effects.

Doing now what patients need next