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Health Solutions

WEBINAR | 12 March 2025

Using Literature Reviews to Reveal the Benefits and Demonstrate the Value of Your Product

The power of **knowledge.**
The value of **understanding.**

Your Presenters

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Caroline Ling, PhD

Executive Director

Over 20 years working in market access including TLRs and SLRs for various purposes

Annete Njue, PhD

Senior Director

Over 20 years working in market access and medical communications including literature reviews

Louise Hartley, PhD

Senior Director

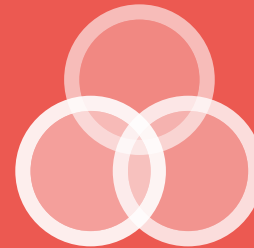Over 10 years working in HEOR including SLRs for HTA and literature reviews for various purposes

HEOR = health economics and outcomes research; HTA = health technology assessment; SLR = systematic literature review; TLR = targeted literature review.

Learning Objectives

Communicate value

Learn how literature reviews can be used to identify evidence and communicate value

Use a framework

to help you determine the best approach to meet your evidence needs

Understand the impacts

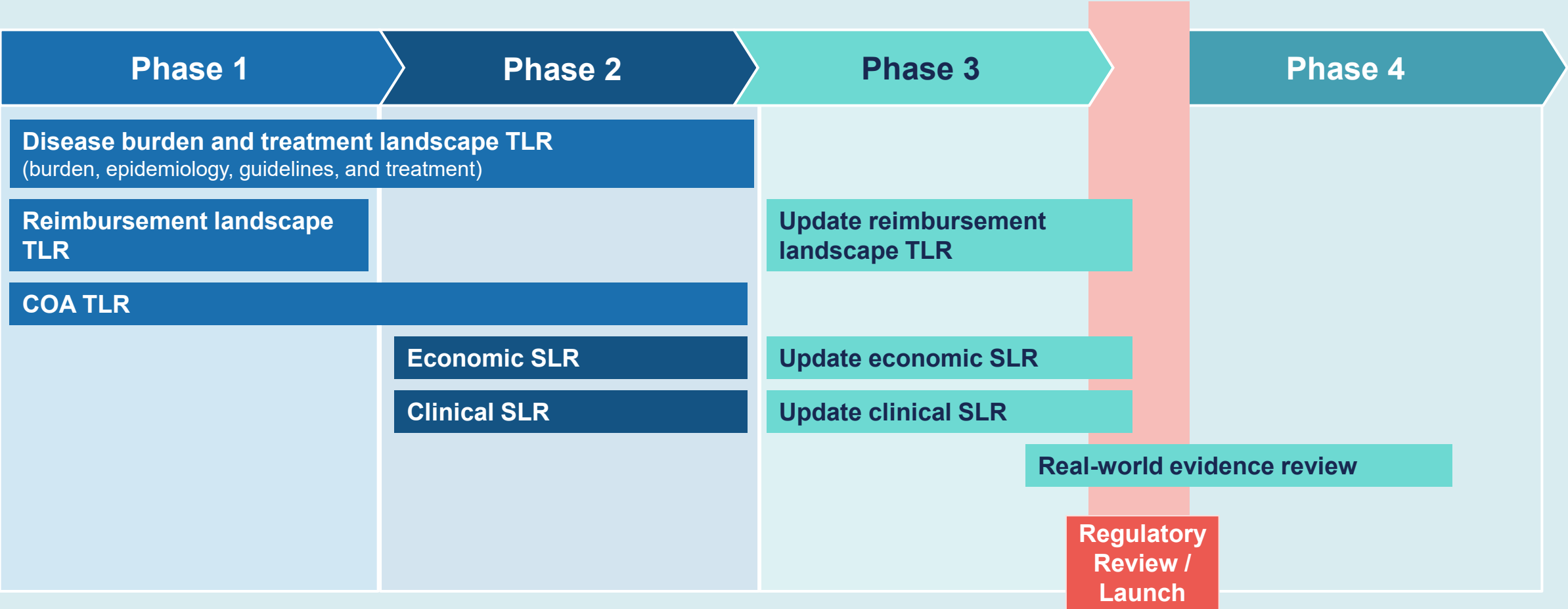of current hot topics in literature reviews

Using Literature Reviews to Support Product Value

Applications for Literature Reviews

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Inform clinical trial design

Incidence and prevalence

Identify evidence gaps

BOI and natural history

HTA submission

NMA

HEOR roadmap

Literature Review

Prognostic factors and surrogate endpoints

Competitive intelligence

Decision models, CE models, or BI models

Internal decision-making strategy

Delphi panels

Publication

Diagnostic test accuracy

Epi reports for orphan drug, PIP

To identify relevant databases for analysis

To identify resource use and cost data

To inform utility studies

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Types of Reviews by Life Cycle Stage

COA = clinical outcomes assessment.

> " Literature reviews can be used to provide evidence required to support value at different stages of the product life cycle. "

What Type of Literature Review?

Use the framework to decide

Types of Literature Review

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	SLR	RLR	TLR
Comprehensive search strategies	✅	✅ / ❌	❌
Predefined formal protocol	✅	✅ / ❌	❌
Database	3+	1+	1
Gray literature searches	✅ (2+)	✅ (1+)	❌
Double screening of title/abstracts and full text	✅	✅ / ❌	❌
Data extraction	✅	✅ / ❌	❌
Quality assessment	✅	✅ / ❌	❌

RLR = rapid literature review.

Pros/Cons of Literature Reviews

Systematic (SLR)

Pros
- Transparent and reproducible
- Reduced risk of bias
- Comprehensive

Cons
- Resource-intensive
- Time-consuming

Rapid (RLR)

Pros
- Shorter amount of time to conduct than SLR
- Less resource-intensive than SLR; reduced team size
- More flexible methodology than SLR

Cons
- Shortened processes can introduce bias
- Potential for more inconsistencies and errors in the data set
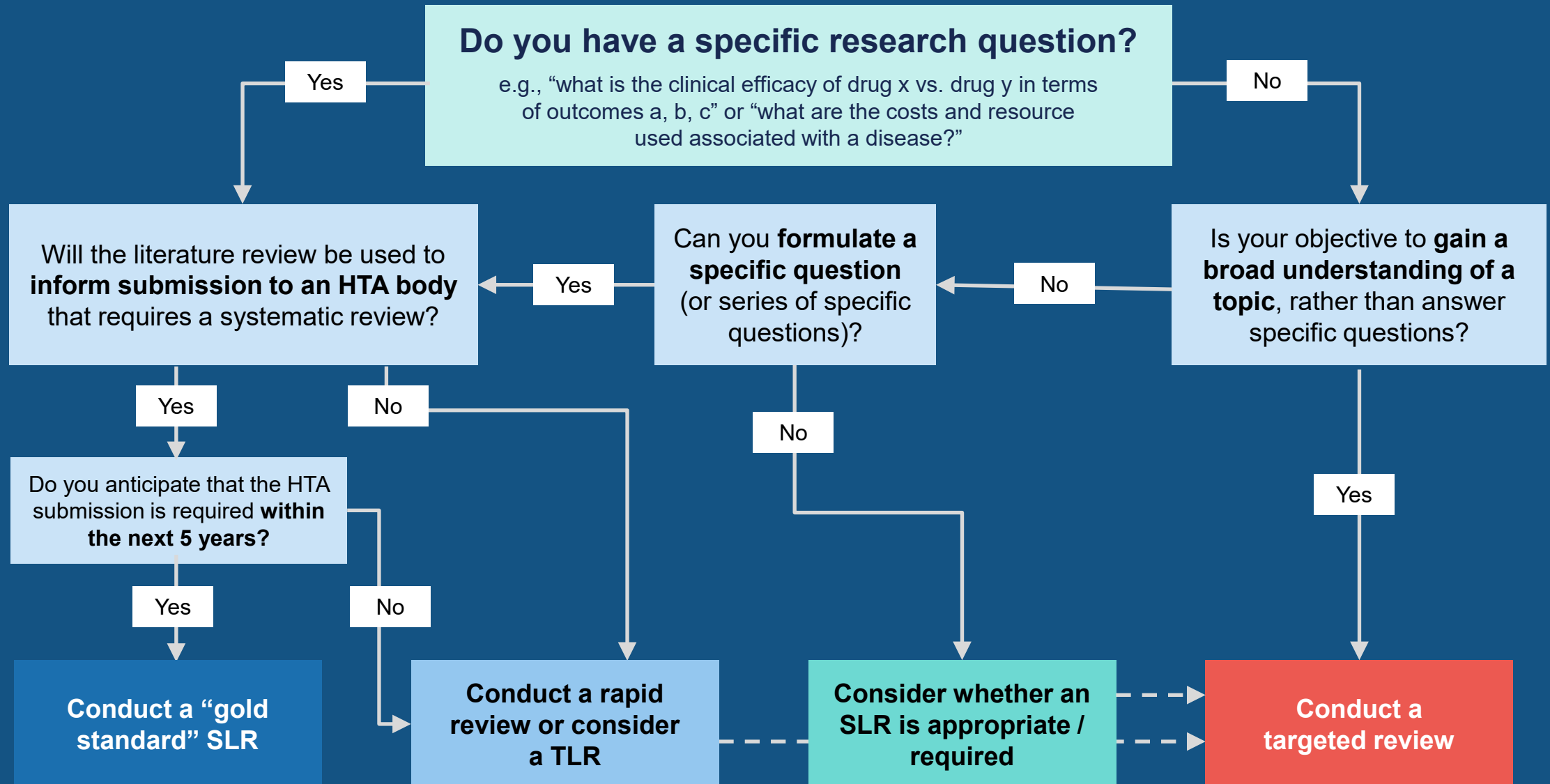- Potential of missing relevant studies

Targeted (TLR)

Pros
- Most flexible form
- Least resource-intensive; small teams
- Least time-consuming

Cons
- Increased level of bias and subjectivity
- Increased potential for missing relevant studies
- Lack of replication

Framework

Systematic Literature Review to HTA Standards

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OPPORTUNITY

A large, global pharmaceutical company had a product in phase 2 development for a treatment for patients with breast cancer and a specific biomarker.

CHALLENGE

At this stage, the client was unsure if the product would progress through to the launch but wanted a robust review of comparative efficacy.

APPROACH

1 In line with the guidance in the framework presented, a gold-standard SLR was conducted.

2 Steps were taken to ensure efficiency while ensuring the approach was reproducible.

3 The SLR was updated as the product progressed toward launch.

VALUE

The SLR was designed to ensure efficient use of resources while the product was in phase 2 but allowed updates to meet HTA and other launch requirements.

The data extraction was used in NMAs, and the SLR included in HTA submissions and the GVD.

GVD = global value dossier.

Targeted Literature Review of Burden of Disease

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OPPORTUNITY

A large, global pharmaceutical company had a product in early development for the treatment of patients with several autoimmune conditions and requested an SLR to summarize the evidence on the burden of these conditions.

CHALLENGE

Pilot searches identified that if a systematic approach was taken, robust searches would identify thousands of articles that would require screening.

APPROACH

1 We used the framework to guide the most appropriate approach to meet their objectives.

2 We conducted a TLR that met the objectives of this work.

3 To ensure the objectives were clear, a brief protocol was prepared and a pragmatic approach to the review was taken.

VALUE

The targeted approach meant that the review could be conducted in a more efficient and timely way, providing the client with the required information far more quickly than an SLR would have allowed.

Alternative Targeted Approach for Areas With Limited Evidence

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OPPORTUNITY

A company with an oncology product was interested in understanding the burden, epidemiology, treatment patterns, and guidelines with respect to cancer pain due to bone metastases.

CHALLENGE

Initial database searches identified almost 4,000 articles, but it soon became clear that a very low proportion included relevant information on pain due to bone metastases.

APPROACH

1 We initially identified articles that mentioned "bone" in the title or abstract and screened all of those and selected those that did not include the word "bone."

2 Only screened the articles that mentioned "bone" in the title or abstract at both title/abstract and full-text stage.

3 Based on this, 99 articles were identified for inclusion in the review.

4 A snowballing searching technique was then used to identify further articles.

VALUE

The review provided the client with an efficient approach to identifying the background information they required to assess the potential for a product to treat cancer-induced bone pain.

It resulted in a publication in a peer-reviewed journal, thus increasing awareness in this area.

" **All types of literature reviews have pros and cons; a framework can help to identify the best approach to meet your needs.** "

Current Hot Topics

Joint Clinical Assessment (JCA) requirements and AI

Impacts of JCA

JCA requirements from January 2025:

cSLRs must **address the needs of all 27 EU member states** (via the PICOs).

The only databases specified in the JCA guidelines are **MEDLINE and Cochrane Central Register of Controlled Trials.**

All searches must be conducted **within 3 months of submission date.**

SLR should **include searches of patient registries and HTA reports** for the product.

cSLR = clinical systematic literature review; EU = European Union; PICOs = Patient, Intervention, Comparator, and Outcomes.

Potential Uses of AI in Literature Reviews

Research question and search strategy development

Screening

Data extraction

Quality assessment

Document creation

Potential Uses of AI in Literature Reviews

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Screening

Quality assessment

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Reading

Fleurence et al. (2024) Generative AI for Health Technology Assessment: Opportunities, Challenges, and Policy Considerations.

NICE Position Statement (2024): Use of AI in evidence generation.

Cochrane Training (2024). (How) can AI-based automation tools assist with systematic searching?

" Approaches to literature reviews are changing, and it is important to stay up to date on requirements. "
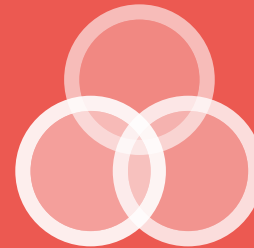
Conclusions

Conclusions

Literature reviews can be used **to provide evidence to support value** at different stages of the product life cycle.

A framework can help to identify the best approach to meet your needs.

Approaches to literature reviews are changing, and we can support you in staying up to date on requirements.

Thank you!
Questions?

Get in touch
to find out more from our experts.

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