

Understand the economic value of your products.

Strategic Modeling Capabilities

In order to make informed product development decisions, assess and communicate product value, and support market access and reimbursement, you need to understand the economic value of your products. Whether developed as stand-alone tools or as part of a larger HEOR and market access project, our expert team of health economists will provide you with decision-analytic models to meet your needs.

Our Team

Our modeling team includes researchers with experience in health economics, extensive training in decision modeling, and advanced degrees in operations research and industrial engineering. As thought leaders in decision-analytic modeling, our researchers are frequently invited to lead short courses and facilitate workshops at ISPOR and other scientific conferences.

Models to Inform the Clinical Development and Market Access Lifecycle

The models we build allow you to change inputs and assumptions and predict the impact of your strategic decisions and changing market conditions. The transparency of our models will help you effectively communicate with your internal and external customers, including payers.

State-of-the-Art Methods

We can advise you on the best type of model given your objectives. We offer deep experience in sophisticated modeling methods including:

- Decision-tree
- Markov
- Simulation (patient, discrete-event, etc.)
- Mathematical programming (linear, integer, non-linear)
- Dynamic transmission
- Multi-criteria decision analysis

How Our Clients Use Our Models:



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Key Technical Staff

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See How We've Helped Others

Cost-Utility of Aspirin in Prevention of Coronary Heart Disease (CHD)

We developed a Markov model to compare costs and outcomes of aspirin plus statin, aspirin alone, statin alone, and no treatment for CHD prevention. We have performed several lifetime analyses in men and women with the impact of these treatments on cardiovascular and other adverse events. Study results have been published in *Annals of Internal Medicine*, 2006;144(5):326-336, *Archives of Internal Medicine*, 2007;167(3):290-295, *Archives of Internal Medicine*, 2011;171(3):218-225, *Journal of General Internal Medicine*, 2013;28(11):1483-1491, and *Circulation: Cardiovascular Quality and Outcomes*, 2014;7(2):276-284.

First Submission Under the NICE STA Process

We provided the first cost-utility model and appraisal dossier to be submitted to the UK National Institute for Health and Clinical Excellence (NICE) under the Single Technology Appraisal (STA) process. Our sophisticated, probabilistic cost-utility model demonstrated the cost-effectiveness of an oncology drug. Additionally, we compiled a full dossier using the STA dossier format. The dossier contained all of the relevant clinical and pharmacoeconomic evidence for the drug.

Budget Impact Model for HTA Submissions for Denosumab

We developed budget impact models as part of our support for the NICE, SMC, and NCPE submissions for denosumab, indicated for osteoporosis. Additionally, we provided strategic input, developed the dossiers, and prepared responses to additional requests from NICE. All three agencies recommended denosumab within its license application.

Markov Model to Estimate the Cost-Effectiveness of Combination Therapy with Etravirine in Patients with HIV-1 Infection

We developed a Markov model that showed adding etravirine to a combination therapy including darunavir/ritonavir was a cost-effective option for treatment-experienced adults. Study results were published in *AIDS*. 2012 Jan 1;26(3):355-64.

Our Approach

From design to final deliverables, publication, and ongoing support, we develop and validate models according to ISPOR guidelines. Each project starts with gaining a thorough understanding of your needs. We provide advice on the types of models required, formulate the model structure, review data and literature, obtain clinical validation when required, and program a user-friendly model in Excel. Our effective project management and quality control processes ensure we consistently provide high-quality deliverables on time and within budget.