

Demonstrate your product's value to regulators, payers, and other stakeholders.

## Strategic Utilities Assessment

Identifying and estimating appropriate health state utility values is a vital part of demonstrating your product's value. We'll assist you in evaluating your needs for utility estimates and provide you with integrated solutions to identify, develop, and disseminate the utility data you need to achieve your product development and market access objectives.

## Maximizing the Utility of Utilities

Health-state utilities measure preferences for different health states, health outcomes, or adverse events. Utility scores are used in health economic models as preference weights to calculate quality-adjusted life years (QALYs) and other economic and outcomes evaluations for health care interventions. They allow regulators, payers, and other stakeholders to incorporate the perceived value of a given health benefit into decisions regarding allocation of health care resources.

## Our Approach to Developing Health State Utilities

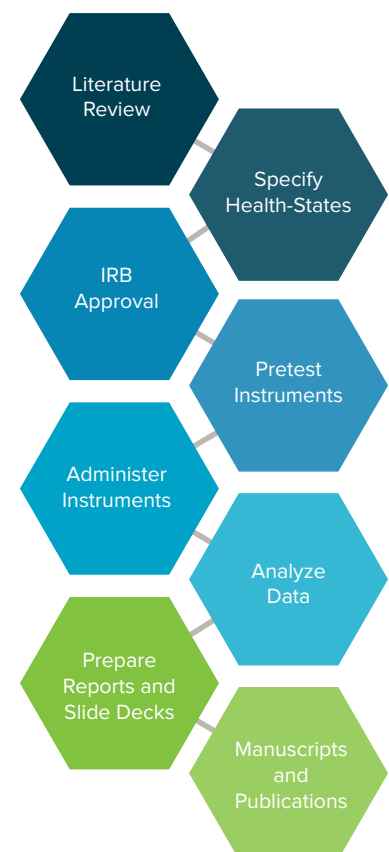
We are knowledgeable in the current methods for utility assessment and have experience with utility measures and methodologies considered acceptable by HTA authorities and other critical stakeholders.

We routinely help our clients identify utility estimates for different health states. Where no suitable estimates are available, we can design and implement utility elicitation studies. In addition, we can incorporate the disutility resulting from adverse events associated with treatment.

Our expertise includes the following methods to identify and estimate utilities:

- Systematic literature reviews
- Targeted literature reviews
- Analysis of EQ-5D and SF-6D data
- Mapping or cross-walking
- Time tradeoff (TTO)
- Standard gamble (SG)
- Visual analogue scale
- Conjoint analysis and discrete-choice experiments

Our process for developing health state utilities depends on the methodology employed and the particulars of the disease and target population. Tasks commonly involved in utility projects include the following steps:



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