

Make informed choices in a complex marketplace.

## Multi-Criteria Decision Analysis for Informed Decision-Making

You can't predict the future, but understanding trade-offs and opportunity costs can take the guesswork out of drug development decisions. We offer expertise in multi-criteria decision analysis (MCDA) to help you develop and commercialize your product portfolio.

MCDA is an analytical technique that is used to compare, prioritize, and select from among alternative strategies or products where many criteria could influence decisions. The technique allows you to order alternative choices based on a score for each alternative derived using a weighted set of attributes or criteria.

### MCDA Performance Matrix:

	Alternative			Criterion Weights
	1	2	3	
<b>Efficacy</b>	#	#	#	#
<b>Safety</b>	#	#	#	#
<b>Quality of Life</b>	#	#	#	#
<b>Functional Status</b>	<b>Scores #Reflecting Performance</b>			#
<b>Dosing Convenience</b>	#	#	#	#
<b>Price</b>	#	#	#	#
<b>Cost-Effectiveness</b>	#	#	#	#
<b>Budget Impact</b>	#	#	#	#

## MCDA for Pricing and Reimbursement Strategies

Using MCDA, we can help you gain insights into how payers may evaluate your products. A new or hypothetical product can be described by a set of attributes that matter to patients, physicians, regulators, payers, policy makers, and any other stakeholders who influence decisions about formulary placement and reimbursement.

We'll help you consider your product's attributes—including efficacy, safety, impact on quality of life and functional status, dosing convenience, price, cost-effectiveness, and budget impact—in the context of the current standard of care and market. With these insights, you can identify the attributes that matter most to payers when making reimbursement decisions, and develop informed pricing strategies and value messages that resonate with each of your audiences.

MCDA extends the insights gained from traditional qualitative market research because:

- The reasons for payer decisions are more transparent.
- The decision process can be simulated for each target market or country.
- Specific decision criteria can be applied to different markets and disease areas.
- Clinical trial data, outcomes data, and published economic models are available to objectively score product attributes.

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## Key Technical Staff

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## Our MCDA Process

We guide you through a structured MCDA process to gain insights and predict payer responses to new therapies. Key to the process is a “decision conference” in which participants score product attributes relative to each other and determine value functions for each attribute. Participants include regional and national experts who will determine pricing and reimbursement decisions in your target markets. Our 5-step process is designed to provide insights that will inform your product development and commercialization strategies.

### Pre-Decision Conference Questionnaire

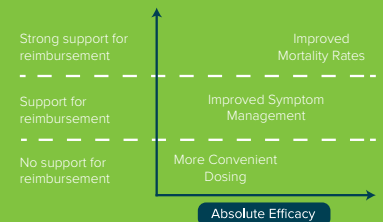
- Identify product attributes
- Determine the relative importance of attributes



### Facilitated Decision Conference

- Derive scales for each attribute
- Determine a value function
- Develop profiles of products that will just achieve a positive reimbursement decision

### Value Function Compared to Standard of Care



### Data Analysis and Model Development

- Create models to estimate probability of reimbursement



### Model Testing

- Compare model outcomes with ranking of test products by participants



### Application of Models in Clinical Evidence Planning

- Identify scenarios with highest likelihood of reimbursement

