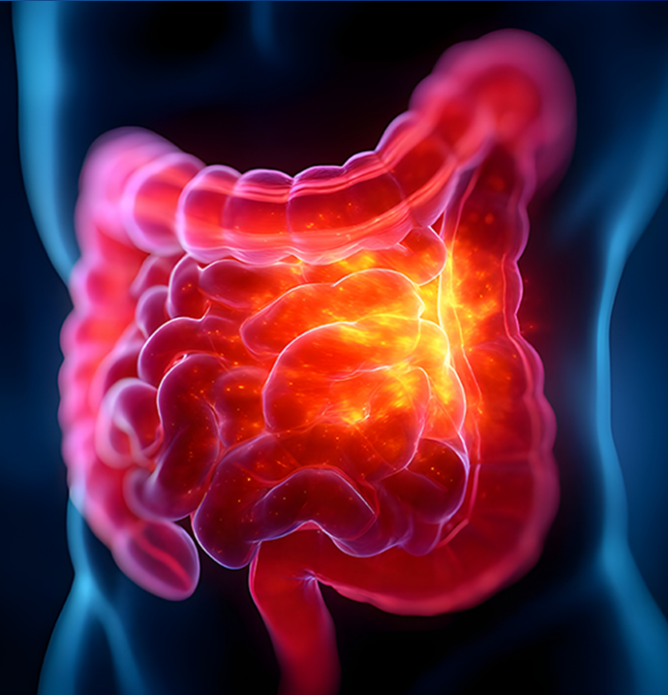


Case Study

Winning the Reimbursement Race Before It Starts: How We Helped a Global Biopharma Leader Build Competitive Resilience in IBD



Overview

A biopharmaceutical company has had a strong track record in the field of Inflammatory Bowel Disease (IBD) over the past couple of years. But recently, a wave of new entrants in the IBD domain flooded the market with multiple new treatment options nearing launch after late-stage development.

Client's Objective

As numerous treatment options with efficacy equivalent to the current standard of care have been in the pre-launch phase, the biopharmaceutical company (our client) approached us to anticipate the situation and wanted our assistance in effectively responding to such circumstances before it's too late.

What Challenges Stood in the Way?

The client's situation was way more complicated. So, instead of waiting for IBD-related therapies to be commercialized and reacting after that, the company wanted to tackle the hurdles on the way beforehand. The major challenges were:

A Fragmented HTA Landscape

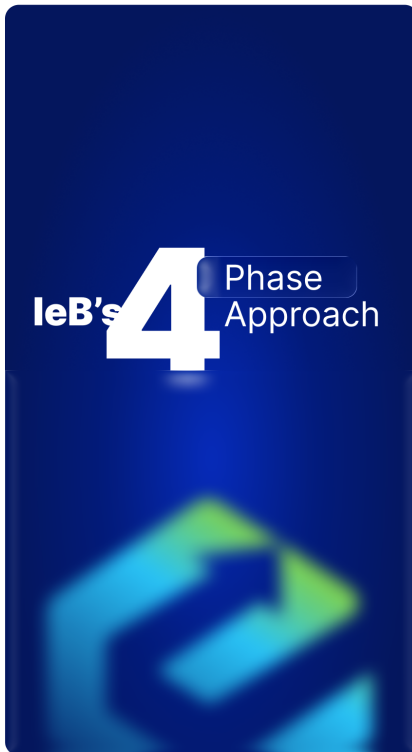
The client had limited understanding of how to comply with HTA processes across regional IBD markets, where every country set its own evidentiary bar, payer bodies, and decision-making authorities.

Limited Visibility into Market Exposure

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Uncertain Competitive Positioning

Also, the client faced real uncertainty on how its own drug would hold up on safety, efficacy, and quality-adjusted life year (QALY) profile once payers and HTA bodies placed it side by side with the new entrants.



1

Comparative clinical and economic benchmarking

Compared safety, efficacy, and QALY data against each competitor to map strengths and exposure.

2

Primary research with payers and HTA stakeholders

Engaged payers and HTA bodies directly to learn how reimbursement decisions really get made.

3

Exposure and segmentation mapping

Extracted stakeholder insights based on HTA analysis to flag vulnerable markets & segments.

4

Market-by-market strategic recommendations

Developed targeted, market-specific recommendations to strengthen the client's overall position.

Our Strategic Approach

To defend and elevate its IBD franchise, especially when new market entrants have been aiming to compete in the domain, we helped our client convert HTA and payer intelligence into a proactive strategy.

Phase 1: Comparative Clinical and Economic Benchmarking

Built a competitive analysis of safety, efficacy, and QALY data related to the client's drug, giving the company an objective view of where its clinical and economic value proposition stood strong against each competitor product entering the market, and where it was exposed.

Phase 2: Primary Research with Payers and HTA Stakeholders

Our primary research team engaged directly with payers, HTA representatives, and other reimbursement stakeholders across the target countries to gather insights into how each market's HTA process actually drives reimbursement outcomes and which national authorities hold significant influence over the final decision.

Phase 3: Exposure & Segmentation Mapping

Also, a detailed desk-based HTA analysis was conducted along with the stakeholder findings to recognize key geographies & patient segments vulnerable to competitor launches.

Phase 4: Market-by-Market Strategic Recommendations

For each identified segment, we developed targeted recommendations to strengthen the company's market position, where a defensive response was warranted, and where there was genuine room to expand ahead of the competition.

Impact

We guided the client by:

- Offering an **evidence-backed, concise view** of exactly where the field of IBD is being overcrowded. So, resources could be directed to the highest-risk markets and populations first, rather than spread evenly across every geography.
- Elaborating on how **market-by-market reimbursement decisions** actually get made. So that the client's market access team could get a strong hold on engaging payers ahead of competitors' launches.
- Setting a **clear, defensible safety, efficacy, and QALY narrative** for the commercial & market affairs team to elevate the value story for the company's drug where it mattered most.

The Client Perspective



"Ingenious e-Brain gave us something we simply did not have before. A clear country-by-country picture of exactly where our IBD franchise was exposed, and why. Their payer and HTA research turned an abstract competitive threat into a set of decisions we could actually act on."

-Director, Market Access

Gastroenterology

Ingenious Brain

Ingenious e-Brain is a global research advisory and management consulting firm that helps businesses future-proof their operations by addressing complex challenges with sustainable, strategic, and expert-led solutions. With a global network of industry experts, analysts, scientists, and consultants, we bring world-class research capabilities and a proven track record of delivering 5,000+ projects across various industries.

With over 14 years of proven excellence, we have successfully tackled complex business challenges for Fortune 500 and Global 1000 corporations, industry leaders, manufacturing giants, startups, investors, universities, and leading companies across domains including automotive, energy, chemicals, advanced materials, life sciences & chemistry, healthcare, medical technology, personal & home care, sustainability, consumer packaged goods, and hi-tech industries.

Our services empower organizations to accelerate innovation, optimize R&D portfolios, and navigate complex intellectual property (IP) challenges, all while scaling operations with resilience. We support clients at every stage of the innovation process, from product launches and IP co-creation to market intelligence, consumer sentiment analysis, and gathering actionable customer insights through surveys.

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