# MORSE Consulting Inc.

## Unparalleled Payer and HTA Expertise

## Who We Are

MORSE is Canada's leading market access strategy consultancy, focused on developing comprehensive reimbursement strategies that address our Clients' needs.

Our team of experts, use their unique combination of real-world experience, technical skill, and nuanced understanding of the Canadian payer context to provide honest and practical guidance to our clients on navigating the market's complexities.

## Why MORSE?

### Unparalleled Expertise & Unique Perspectives

Our consultants have deep experience in various settings, including public drug programs, industry, and consulting agencies

### Foundation of Strong Relationships & Trust

We explain complex and challenging issues to Clients in an authentic, unbiased, and highly credible manner

### Strategic Insights to Guide Access Decisions & Deliverables

We are committed to providing innovative solutions to inform strategic decisions on new product launches, indications, and life-cycle management

## Our Services

### Expert-Led Training & Customized Workshops

Comprehensive training programs and interactive workshops designed to **prepare** your team for success

### Market Access Landscape Analysis

Provide insights needed to **inform** your strategy throughout product launch life cycle to understand market dynamics

### HTA Planning & Reimbursement Evidence Strategy

Provide expert guidance to **strengthen** dossiers and strategies to optimize HTA success

### Negotiation & Stakeholder Engagement Strategy

Prepare early to **optimize** your strategies, **validate** your position, and **navigate** negotiation challenges

### Portfolio & Life Cycle Strategy

Proactively **plan** and **optimize** portfolio & life cycle challenges to maintain strong market presence

## Contact Us

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www.morseconsulting.ca

MORSE CONSULTING | DECIPHERING MARKET ACCESS

# Comprehensive Market Access Strategy Support At All Lifecycle Stages

## Early Pipeline

Understand landscape, analogues, and issues to **inform** strategy

- Market Access Landscape, Pricing, & Analogue Assessment
- Canadian Reimbursement & Forecasting Timeline (CRaFT) Report
- Pipeline Assessment
- RWE Planning & Evidence Strategy

## Prior to Launch

**Develop & plan** HTA & pCPA negotiation strategies

- HTA Submission Strategy & Review
- Pharmacoeconomic Modelling Strategy (Global & Local)
- Advisory Board Facilitation
- Innovative Agreement Feasibility Assessment
- Stakeholder Mapping, Insight Gathering, & Engagement Plan

## Time of Commercialization

**Optimize, validate, & navigate** HTA, negotiation, and listing success using market access and payer experts

- pCPA Assessment
- Negotiation Strategy Development
- Simulated Negotiations & Ongoing Support
- MORSE Advisory Panels

## Portfolio & Life Cycle Strategy

**Plan** for broader portfolio or life cycle challenges

- Risk Assessments
- Re-negotiation Strategy
- Generic Entry Assessment & Strategy
- Multiple Indication Strategy

# We Offer Various
## Canadian Market Access Trends & Insights Reports

- Essential for new and existing companies entering the Canadian market with new drugs
- Tailored reports focused on oncology and rare diseases, addressing unique challenges and opportunities
- Guides international companies through the complexities of the Canadian market
- Crucial insights into the Canadian landscape and timelines for strategic decision-making










## Example of our 2024 CRaFT Report*

**HTA Reviews**

CDA reviewed 25 fewer files in 2023 than 2022

**2022** 83 Files **2023** 58 Files

Of the 58 files reviewed in 2023, 22 files were oncology & 37 files were non-oncology

**88%** of reviewed CDA files received a positive recommendation in 2023 vs 78% in 2022

**pCPA Negotiations**

Time from final CDA Recommendation to pCPA LOI has decreased in 2023 compared to previous years

**77** files concluded with a LOI

**14** files closed by the pCPA without an LOI

**170** days for the average time under pCPA consideration

**Provincial Funding**

In 2023, the average time to funding post LOI was the fastest in QC & the slowest in PEI

Average time to funding has decreased for most provinces in recent years

*Selected information presented for illustration purposes, more details are included in the full report

**Available add-ons:** Drug for Rare Diseases (DRD) sub-report & "customizable indication-specific sub-report

**NEW Mid-year update will be available for listing data from BC, AB, ON, and QC**

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