



Securing Market Access for a New Medicine.



Athena has worked with international companies to secure reimbursement for novel brands. The Irish Health Service insists on an initial submission called a “Rapid Review” application to the National Centre for Pharmacoeconomics, to assess budget impact.

Frequently, new medicines are requested to complete a full Health Technology Assessment (HTA). Local data for HTA is appreciated. Athena can coordinate the submission process, coordinating expert consultancies as required. We can also work with specialists involved in early access protocols, or clinical trials in niche indications and orphan disease, where Ireland’s small market may not support a full commercialisation strategy.

Expert roundtable and multidisciplinary opinion is useful to identify the place in care for a novel medicine, Athena can coordinate advisory boards and investigator engagements in compliance with national HPRA guidelines in emerging treatment areas.

When securing reimbursement for Pedippi[®], the first licensed omeprazole suspension in paediatrics, Athena carried out a market assessment and identified the resources required to support the medicine and coordinated the submission process and price negotiations with authorities. We were delighted to commercialise Pedippi[®] locally with our partners to become the leading paediatric treatment for GORD related conditions.

RAPID REVIEW
APPLICATION

FINANCIAL
&
ECONOMIC
MODELS

SECURING
REIMBURSE-
MENT