



Certara Publishes New Report Investigating Success Factors for Outcomes-based Contracting, Giving Guidelines to Pharma and Payers

December 19, 2018

Analytica Laser and BaseCase Introduce Certara Evidence & Access Solutions for US Managed Markets

PRINCETON, NJ – Dec. 19, 2018 – Certara®, the global leader in model-informed drug development, regulatory science, real-world evidence and market access, today announced a new research report that investigates the potential of pharmaceutical outcomes-based contracting. The paper, entitled “Outcomes-based Agreements – Deal or No Deal?,” was developed by Certara’s Evidence & Access team in collaboration with US managed care stakeholders, and charts the course towards the new frontier in the ‘paying for value’ discussion in US healthcare.

“The recent proliferation of risk-sharing agreements between payers and drug developers is clear evidence that outcomes-based contracting has become a reality in today’s marketplace,” said Roman Casciano, senior vice president, Market Access, HEOR and Real-world Evidence at Certara. “As an industry, we are well advised to be prepared for the emerging payer environment where meaningful commitment to value in the real world becomes your key differentiation. Outcomes-based contracting is a critical reimbursement instrument to achieve this,” he added.

The report compiles analyses from stakeholder interviews, and provides detailed practical guidelines for developers on how to approach and implement innovative contracting for drugs and devices.

“The majority of these deals are not known in the public domain, so we wanted to pull back the curtain, and offer readers a seat at the negotiating table,” said Ulrich Neumann, head of US Value & Access at Certara, and one of the lead authors of the report. “Our teams revisited successful deal modalities, interviewed payers and industry pioneers and distilled that information and experience with pilots down to a six-stage process to scale new outcomes agreements from conception to data analysis.”

Certara’s Evidence and Access team is built around its two company acquisitions in 2018, Analytica Laser, the powerhouse of health economic modeling and market access, and BaseCase, a pioneer of cloud-based value communication technology. As part of the Certara family, the teams provide unparalleled end-to-end strategy and cutting-edge technology to define, capture, and communicate value — from R&D intelligence to regulatory submissions, and from evidence development all the way to patient access.

To read the complimentary report, visit: <https://www.certara.com/app/uploads/2020/06/Payer-Pharma-Views-on-OBAs.pdf>

About Certara

Certara enables superior drug development and patient care decision-making through model-informed drug development, regulatory science, real-world evidence solutions and knowledge integration. As a result, it optimizes R&D productivity, commercial value and patient outcomes. Its clients include hundreds of global biopharmaceutical companies, leading academic institutions, and key regulatory agencies across 60 countries. For more information, visit www.certara.com.

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