

HTA and Payer Submissions

Unlock access in the Canadian healthcare market with submission expertise

From regulatory approval to a positive recommendation

Securing a strong clinical and economic evaluation from Canada's two Health Technology Assessment (HTA) bodies – Canada's Drug Agency (CDA) and the Institut national d'excellence en santé et en services sociaux (INESSS) – is central to the reimbursement process. Clear understanding of how these organizations assess value and inform reimbursement decisions is critical to achieving market access.

IQVIA can help your organization navigate the often-complex requirements of the multi-stage HTA submission process, preparing submission components in parallel to meet timelines and advance products from regulatory approval to positive recommendations, maximizing reimbursement potential.

In addition, IQVIA has strong expertise and extensive experience supporting submissions with up to 30 private payers across Canada, tailoring evidence and value narratives to payer-specific frameworks to optimize private market access and reimbursement outcomes.

Robust evidence-based market access strategies

Since 2016, our depth of service has enabled us to support your market access strategy from start to finish, using the results from evidence generation, data synthesis, and modelling to enhance your strategy and to better demonstrate value for policy makers, public and private payers, and practitioners.



WHAT WE DO

- ✓ End-to-end support for market access.
- ✓ Tailored access strategies to maximize product uptake and reimbursement potential.
- ✓ Design and execute rigorous studies to support value demonstration and inform payer engagement.
- ✓ Compelling pharmacoeconomic evaluations to build strong value propositions aligned with payer expectations.
- ✓ Engage stakeholders for strategic advocacy to shape the access environment.

IQVIA's approach extends beyond evidence development to strategic alignment with payer decision-making frameworks, proactively addressing value drivers and translating evidence into robust, credible narratives that support successful reimbursement outcomes.

Support across the submission continuum

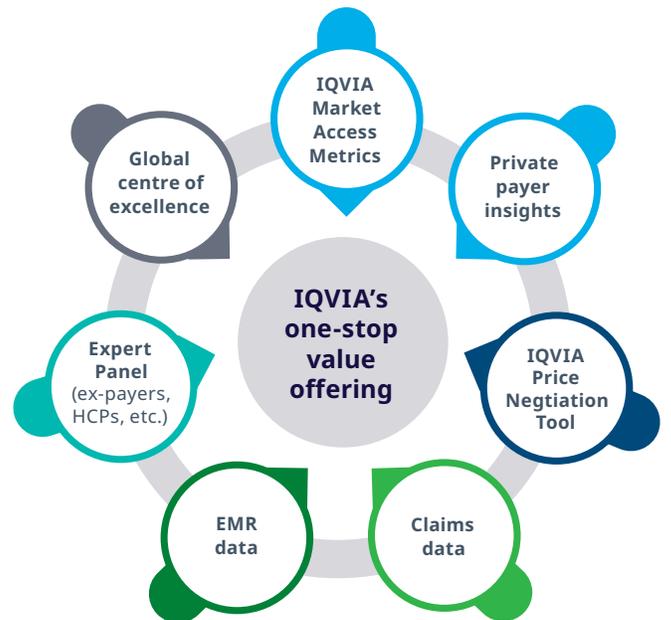
HTA and payer submissions are inherently complex and multi-stage. Our experienced team develops key submission components in parallel, enabling an efficient process that aligns with planned timelines.



Comprehensive HTA solutions backed by real-world evidence

IQVIA has proven experience in HTA and payer submissions for primary care and speciality care, including oncology and rare diseases.

We offer a one-stop solution by integrating Canadian real-world evidence, proprietary data assets, strong relationships with external healthcare data holders, vast experience in HTA, deep local expertise, and global centres of excellence to deliver strategic, clinical, and economic insights that drive value.



Patients deserve timely and efficient access to the therapies they need. Engage with our experts to craft robust HTA, public and private payer dossiers, and drive optimal strategies to achieve recommendation and reimbursement success.



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