Curated Evidence to Aid Objective Healthcare Decision

PSE Overview and Publications

Version 1.3
21 April 2021

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1 INTRODUCTION

Have you ever seen a purple squirrel?

Of course not! A “purple squirrel” is the elusive candidate with precisely the right education, qualifications, and personality to match a job’s requirements. They must be eager to learn yet have years of experience; they must be self-starters and strategic thinkers who are polished and tactical with clients. In short, they are all but non-existent.

Healthcare reimbursement decisions are based on an equally elusive, highly regulated, and evolving set of comprehensive and detailed parameters. Preparing a successful HTA submission using evidence from myriad data sources can overwhelm market access leaders, who typically have limited resources and unforgiving timelines.

Your dream solution is the Purple Squirrel of Health Economics & HTA, a partner who combines these seemingly incompatible parameters to formulate an effective and successful HTA submission. We are your partner in an ultra-competitive industry that demands a rare mix of skills, education, and practical experience to support your objectives.

Purple Squirrel Economics (PSE) includes health economists, writers, analysts, and market access professionals offering evidence generation, economic modelling, outcomes research, value communications, and market access strategy across therapeutic areas.

With a strategic senior team in the US, Canada, and the UK, we offer globally informed expertise, as reflected in our recent submissions to NICE, SMC, CADTH, PBAC, HAS, and IQWIG and responses to ICER (US).

We focus on:

- Curated evidence generation – guideline-driven, comprehensive yet concise, user-friendly, and always current systematic literature reviews, offered as annual subscriptions with semi-annual updates.

- Health economic analyses and models – from simple indirect treatment comparison to matching-adjusted indirect comparison and simulated trial comparison, plus survival extrapolation and budget-impact and cost-effectiveness analyses.

- Value communications – from Early Value Frameworks to full global value dossiers, Academy of Managed Care Pharmacy dossiers, and local HTA submissions.

We take pride in being responsive, flexible, systematic, comprehensive, and detailed in what we deliver—with a user-friendly interactive digital platform that is adaptable and cost-effective for all our clients, large and small. With PSE, Purple Squirrels DO exist.
2 PSE RELEVANT PUBLICATIONS

2.1 COST-EFFECTIVENESS ANALYSES


2.2 COST-CONSEQUENCE MODELS


2.3 BUDGET IMPACT MODELS


2.4 ITC/NMA/STC/MAIC


2.5 QOL/UTILITY


2.6 RWE


2.7 SYSTEMATIC LITERATURE REVIEW AND BURDEN OF ILLNESS


2.8 EARLY ECONOMIC MODELS AND VALUE FRAMEWORKS


2.9 HEALTH ECONOMICS METHODS


10.
2.10 ENDPOINT VALIDATION


2.11 HEALTH TECHNOLOGY ASSESSMENTS


6. Richard ME , Harricharan S , Forsythe A. “Always up-to-Date Systematic Literature Reviews (SLRS Now a Reality - an Example in NEWLY Diagnosed Acute Myeloid Leukemia (ND AML) and Relapsed/Refractory Acute Lymphoblastic Leukemia (RR ALL).” Value in Health (2020) – Accepted for poster presentation at ISPOR EU 2020.