# Comparative evidence for EU HTA

*Partner with IQVIA to conduct best-in-class ITC programs*

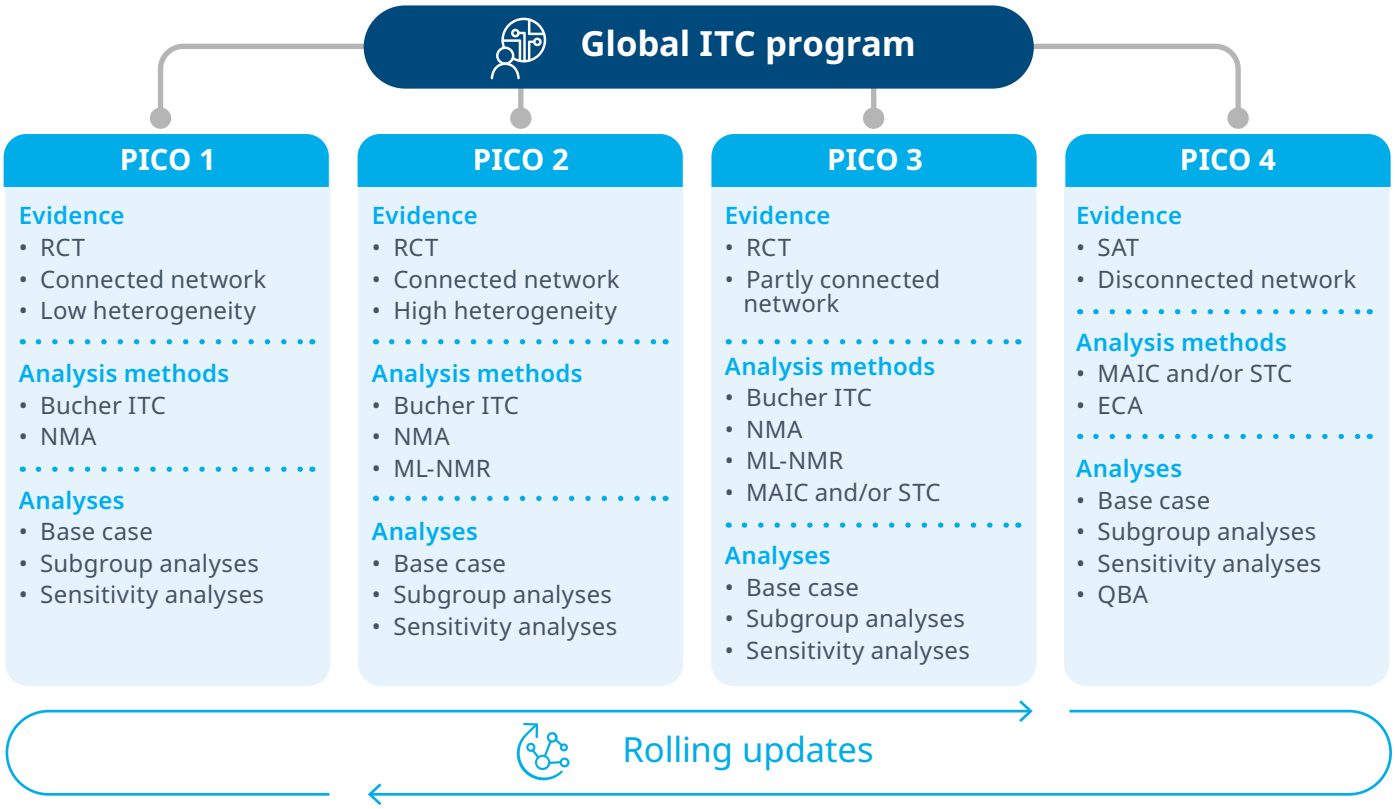
The implementation of the new European Health Technology Assessment (EU HTA) process represents a fundamental turning point for health technology developers (HTDs), HTA bodies, payers and patients.

As of January 2025, the HTA clinical assessment of new cancer drugs and Advanced Therapy Medicinal Products (ATMPs) is conducted centrally. These Joint Clinical Assessments (JCAs) aim to streamline HTA efforts across EU Member States and ultimately accelerate patient access to innovative medicines. By 2030, the new HTA process will be rolled out for all drugs, vaccines, in-vitro diagnostics and high-risk medical devices.

## Comparative evidence generation

Since clinical guidelines, care pathways and standard of care treatments vary across EU Member States, HTDs will need to submit extensive comparative evidence to cover all relevant Populations, Interventions, Comparators and Outcomes (PICOs). As such, the new EU HTA process entails a paradigm shift from single indirect treatment comparisons (ITCs) to large ITC programs which cover all comparative evidence requirements in a comprehensive, well-planned, analytically robust and rapidly updatable way, and can also serve ITC requirements beyond the EU.

**The new EU HTA process entails a paradigm shift on how comparative evidence is generated (illustrative)**




**Abbreviations:** ECA: external comparator arm; HTA: health technology assessment; ITC: indirect treatment comparison, JCA: Joint Clinical Assessment; KOL: key opinion leader; MAIC: matching-adjusted indirect comparison; ML-NMR: multi-level network meta-regression; NMA: network meta-analysis; PICO: population, intervention, comparator, outcome; QBA: quantitative bias analysis; RCT: randomized controlled trial; SAT: single-arm trial; STC: simulated treatment comparison.

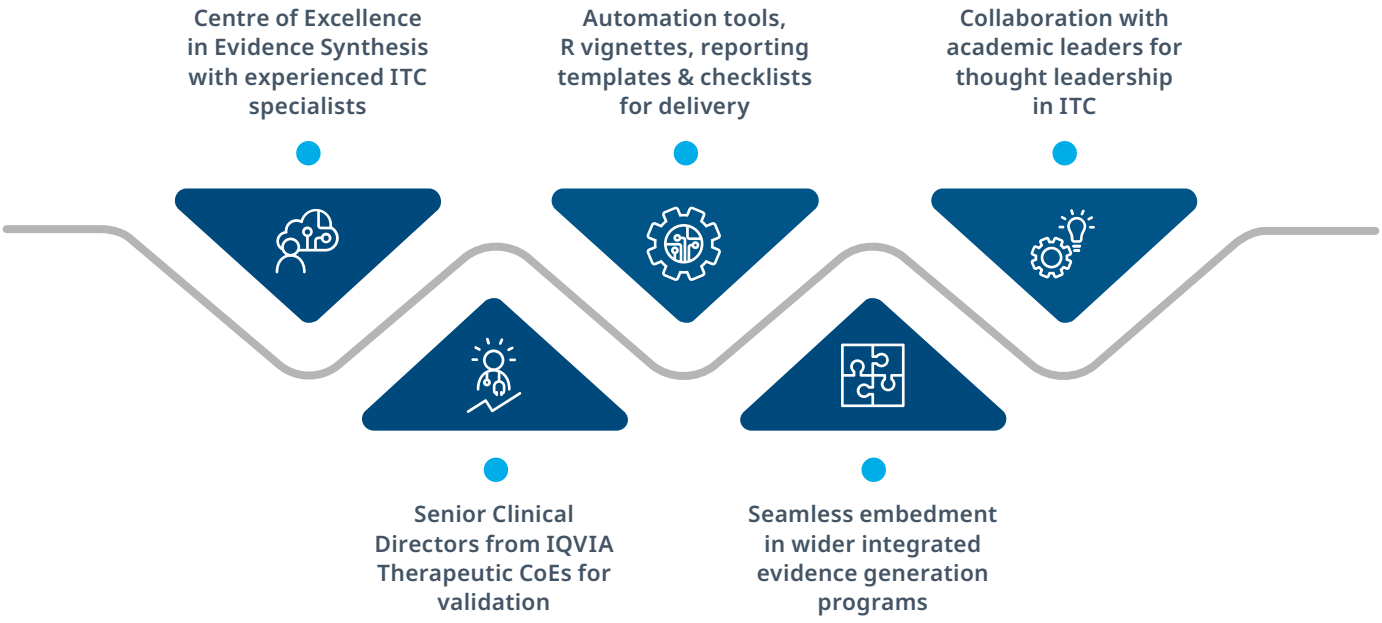
Global ITC programs need to carefully consider guidelines for indirect comparisons supporting JCA, local HTA guidelines, the evidence needs for subsequent local reimbursement processes — including use of alternative statistical methods — and the implications from a rigorous assessment of the evidence base. These considerations are essential for selecting the appropriate analytical methods, defining the relevant analyses, and managing the ITC delivery efficiently.

Early planning and multi-stakeholder engagement is critical, particularly for comparative evidence activities involving individual patient data from real world evidence (RWE), which is arising from an increased need for External Comparator Arm (ECA) studies.

## How IQVIA can help you

Having delivered 100+ ITC projects — including external control arm studies — and several global ITC programs in the past 5 years alone, IQVIA offers hands-on experience led by a seasoned team of ITC specialists, statisticians, programmers and epidemiologists out of IQVIA's Center of Excellence (CoE) in Evidence Synthesis. Our CoE regularly publishes with key academic institutions and is at the forefront of shaping methodological innovation, guidelines and scientific debate in evidence synthesis. For ITC delivery, we offer a series of automation tools such as our ShinyMultiNMA app to rapidly accelerate delivery of large HTA-grade ITC programs. We combine our analytical rigor with clinical expertise and end-to-end services for EU HTA — including JCA, Joint Scientific Consultation (JSC), and organizational readiness — to ensure timely and fit-for-purpose comparative evidence supporting you at a global, regional, and local level.

**IQVIA's holistic offering in evidence synthesis provides delivery excellence for global ITC programs**




**Abbreviations**: EU: European Union; HTA: Health Technology Assessment; JCA: Joint Clinical Assessment; JSC: Joint Scientific Consultation; PICO: Population, Intervention, Comparator, Outcome; SLR: Systematic Literature Review; GVD: Global Value Dossier; ITC: Indirect Treatment Comparison; P&R: Pricing & Reimbursement.

**We are ready for JCA — are you?**
Reach out to the IQVIA EU HTA Solutions team to discuss your needs at: EUHTASolutions@iqvia.com

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