



## Managing the PCPA Game Changer

### ARE YOU READY TO FACE THE CHALLENGES CAUSED BY THE NEW PCPA PROCESS?

The **Pan-Canadian Pricing Alliance (PCPA)** represents the most significant change in market access for pharmaceuticals since the introduction of PLAs. Like it or not, PCPA has now become a key factor in the process for securing public drug plan coverage. With the introduction of this new process, manufacturers have key questions and concerns:

- How is PCPA impacting time to listing by province?
- How is PCPA affecting quality of listing status?
- How should PCPA be incorporated into market access strategies?
- How can we get comprehensive insights on what's actually happening?

### IMS BROGAN CAN HELP WITH QUARTERLY REPORTS EVALUATING THE IMPACT OF PCPA ON REIMBURSEMENT, AS WELL AS CUSTOMIZED MARKET ACCESS SOLUTIONS

- Measuring time to listing, listing quality, and coverage by province
- Tracking CDR & pCODR recommendations and implications of PCPA review on provincial formulary listings
- Comparison of pre- vs. post-PCPA era
- Analysis for each new drug, by indication



Illustrative only



If you would like to discuss how these PCPA insights can help you better prepare for government negotiations, please contact our expert consultants [Nevzeta Bosnic](#) or [Brad Millson](#).