

# Strategic PICO Planning: Navigating Oncology Markets with NAVLIN by EVERSANA

## Overview

In an increasingly competitive and complex healthcare landscape, early and strategic PICO (Population, Intervention, Comparator, Outcome) planning has become a cornerstone of successful evidence generation. On top, latest regulatory updates like the European JCA do use PICO to create EU-wide consensus for therapy assessments. NAVLIN by EVERSANA®'s PICO planner methodology enables clients to anticipate HTA requirements, align internal stakeholders, and make informed decisions across the asset lifecycle.

The following case study illustrates how NAVLIN by EVERSANA supported a distinct client scenario - in a crowded oncology setting - by delivering tailored, actionable PICO strategies.



## Case Study: Strategic PICO Planning in Crowded Oncology

A leading biopharmaceutical company approached NAVLIN by EVERSANA with an oncology asset entering pivotal trials in a highly competitive therapeutic area. The market was saturated with multiple approved therapies and a robust pipeline of competitors, making payer differentiation a significant challenge. The client required a framework to identify, consolidate, and prioritize PICO elements that would align with EU Joint Clinical Assessment (JCA) requirements and support cross-functional evidence strategy.

### Objective

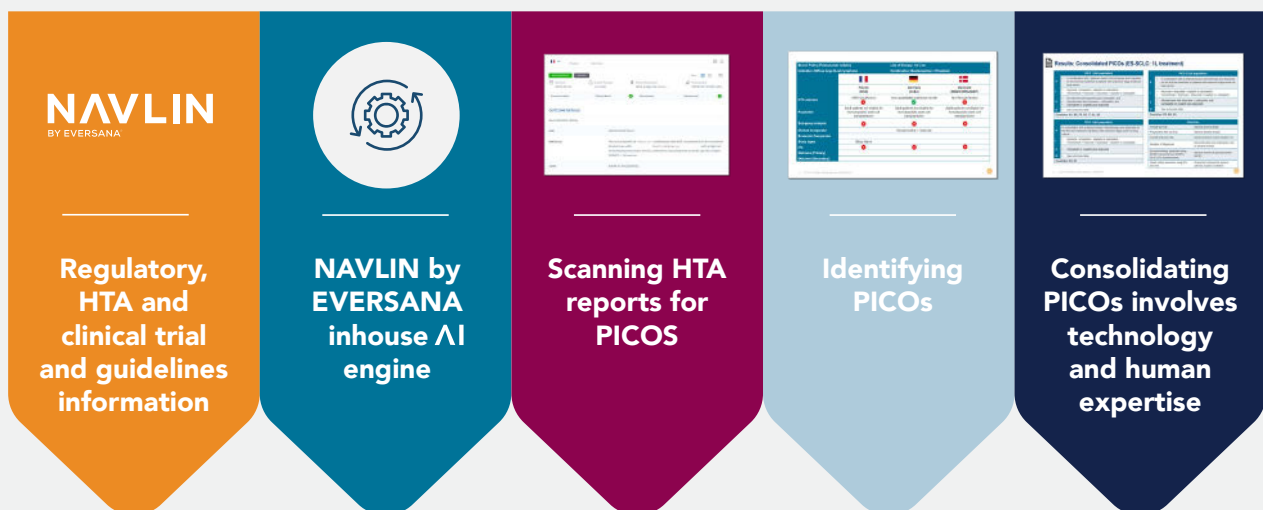
The aim was to deliver a set of JCA-conform, country-specific PICO elements, identify potential evidence gaps, and establish an adaptable framework for updates as competitive or clinical developments emerged. This would help the client anticipate HTA expectations and ensure the trial design remained relevant to payer needs across diverse EU markets.

### Approach

NAVLIN by EVERSANA applied its PICO Planner methodology, leveraging:

- ✓ Comprehensive Review of clinical guidelines, retrospective HTA decisions, and trial data from 27 EU member states.
- ✓ Competitive Landscape Analysis mapping both in-line and pipeline products, highlighting threats and opportunities.
- ✓ Simulation of the EU JCA process to derive both consolidated and country-specific PICO elements.
- ✓ Analogue Analysis of similar assets to identify payer-accepted trial designs, endpoints, and comparators, ensuring the planned PICO elements were strategically positioned.

## Extraction of PICO Elements and Consolidation of PICO Elements



## Results:

- ✓ Identified a comprehensive set of PICO's across the target indication, covering multiple patient segments.
- ✓ Delivered country-specific recommendations and aligned these with consolidated strategic PICO's.
- ✓ Established triggers for PICO updates—including competitor trial milestones, regulatory changes, and new HTA precedents—alongside corresponding action plans.
- ✓ Provided the client with analogue-based insights that supported internal evidence planning and highlighted how similar assets navigated payer assessments successfully.



### Client Feedback :

It's obvious, we need PICO prediction at the level of detail you offer – as early as possible!



## Conclusion

This case study demonstrates the versatility and impact of NAVLIN by EVERSANA's PICO planner methodology. Whether navigating crowded oncology markets or shaping early-phase development, we equip clients with the tools to make evidence-driven decisions—early, strategically, and confidently.

## Validating NAVLIN by EVERSANA's PICO Simulation Approach Using PICO's from Pluvicto and Pombiliti (EUnetHTA Scoping Exercises)



### Population

100% accuracy: All sub-populations and full populations were identified

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### Comparator

93% accuracy: All comparators were captured except apalutamide, which was off-label and not mentioned in guidelines or HTA documents.

100% accuracy: All comparators were identified

### Outcomes

100% accuracy: All the outcomes were predicted

93.75% accuracy: Some PROs unique to the client trial were not included by the PICO Planner. Future updates will address this



EVERSANA is the leading provider of global commercialization services to the life sciences industry. The company's integrated solutions are rooted in the patient experience and span all stages of the product life cycle to deliver long-term, sustainable value for patients, providers, channel partners and payers. The company serves more than 650 organizations, including innovative start-ups and established pharmaceutical companies, to advance life sciences services for a healthier world. To learn more about EVERSANA, visit [EVERSANA.COM](https://EVERSANA.COM) or connect through [LinkedIn](#) and [X](#).