



The growth of oncology devices has been driven by increased prevalence and incidence of cancer, favorable reimbursement policies for interventional oncology treatments, the desire for less invasive surgical procedures, availability of private and government funding, a vast need for early detection, and other factors.

However, there are significant challenges that are restraining market growth including an increasing financial burden on industry players and a high number of product recalls. The market is crowded and competition for entry is exceedingly high. Rising above competing technologies requires a partner that knows the oncology landscape, key value drivers, and has the specialized experience to propel you into the marketplace.

OUR EXPERIENCE:

Our team of experts has experience in accelerating market access opportunities for top device manufacturers across intraoperative and selective internal radiation therapy (SIRT) technologies, probe-based Confocal Laser Endomicroscopy (pCLE) systems, Silver Nitrate Coated Indwelling Pleural Catheters (SNCIPC), and more. Our work spans study design and execution, health economics, market access strategy, reimbursement and sales support, and expert reports. Select experience includes:

- Payor perspective cost-effectiveness analyses of a hydrogel spacer insert capable of reducing clinical outcomes associated with prostate cancer radiotherapy
- Meta-analysis calculating a robust 5-year recurrence rate across numerous heterogeneous studies, enabling clinicians to adopt intra-operative radiation therapy with confidence
- Health economic models for an adaptive radiotherapy planning technology
- Clinical dossiers for a pCLE system intended to allow confocal laser imaging of the internal microstructure of tissues in the anatomical tracts when accessed through an endoscope
- Deliverables communicating key value drivers of a surgically-targeted radiation therapy (STaRT) for recurring brain tumors that begins working immediately at the time of tumor removal
- Reimbursement support for a system including a magnetic marker implanted in the breast to temporarily mark a lumpectomy site intended for surgical removal and a non-imaging detection and localization of the magnetic marker
- Payor perspective cost-effectiveness modeling to establish value of a catheter for use in the treatment of locally advanced pancreatic cancer
- Protocol design / incorporation of HE-focused endpoints for a SNCIPC product
- Reimbursement support including hotlines, preauthorizations, and appeals for resin microspheres labeled with Yttrium-90 for use in SIRT of liver tumors
- SEER and SEER-related database analyses pertaining to prevalence, incidence, demographic breakdown, and healthcare resource utilization of various cancers and comorbidities with a special emphasis on lung and prostate cancer
- White paper development on non-small cell and small cell lung cancer based on SEER analyses

"Prior to working with TTI we struggled to prove the cost-effectiveness of our technology. In fact, several less than favorable cost-effectiveness evaluations were published. TTI was confident that the previous study designs had biased the results and underestimated the value of our technology. Once we brought TTI on board we knew we were in the right hands. The results firmly established our technology as well below accepted thresholds of cost-effectiveness. If we could go back in time, we would hire TTI two years ago."

-VP of Global Access
Large Medical Device Company

**PROPELLING CLIENTS
TO A PREMIER SPOT
IN THE MARKETPLACE**