

One APAC HEOR Package Rarely Fits All Markets

Why market-specific evidence strategies are essential for APAC access and reimbursement success



APAC Markets Demand Different Evidence

Regulatory bodies, HTA agencies, and payer systems across APAC have fundamentally different evidence requirements.

A single global HEOR dossier cannot address the nuanced local value frameworks that drive formulary decisions in Japan, Australia, South Korea, Taiwan, and Southeast Asia.

Each APAC market operates its own HTA logic, evidence thresholds, and reimbursement pathways.

Market-Specific Evidence Is the Access Lever

Organizations that invest in localized evidence generation achieve faster time-to-reimbursement and stronger payer negotiation positions.

Market-specific RWE, local burden-of-illness data, and region-relevant comparators are no longer optional — they are prerequisites for market access.

01 Local comparators aligned to formulary context

02 Region-specific burden and epidemiology data

03 Payer-relevant economic models per market

Global Dossiers Leave Critical Gaps Locally

When evidence packages are designed centrally without local adaptation, they frequently miss:

- Local standard-of-care comparators
- Country-specific willingness-to-pay thresholds
- Regional epidemiological context
- HTA-specific submission formatting
- Local clinical practice patterns

The cost of re-work after rejection far exceeds the investment in localized evidence upfront.

A Localized Evidence Architecture

ASSESS

Map each market's HTA requirements, comparators, and evidence gaps

DESIGN

Build market-specific evidence generation plans within a global framework

GENERATE

Execute localized RWE, economic models, and burden-of-illness studies

SUBMIT

Package evidence per local HTA formatting and submission standards

Aurumetrics Enables Market-Level Evidence Strategy

We partner with pharmaceutical and biotech organizations to design and execute APAC evidence strategies that are:

- Tailored to each market's HTA and payer landscape
- Grounded in local real-world data infrastructure
- Aligned to regional reimbursement timelines
- Scalable across multiple APAC submissions
- Connected to global evidence planning

Ready to Localize Your APAC Evidence Strategy?

Let's discuss how market-specific evidence generation
can accelerate your APAC access timelines.

Connect with Aurumetrics

The challenge is no longer whether healthcare data exists.

It is whether the right evidence can be generated fast enough?

Yes, it can.

Aurumetrics supports pharmaceutical and life sciences teams with real-world data intelligence, strategic commercial insight and evidence generation.

GLOBAL MARKET FOOTPRINT

APAC-focused with evidence and data partnerships spanning:

China • Australia • Japan • South Korea • Taiwan • New Zealand

Additional support across the UK, EU, US, and other global markets on an ad hoc basis.

CAPABILITIES

Sourcing & Integrating
Real-World Data Globally

Advancing Analytical
Solutions

Delivering Strategic
Data Insights & Advisory

Building Powerful
Data Collaborations

Claims • EMR • Registry • GP • Lab • Genomics • Linked Data

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