MCDA provides a framework for breaking down complex problems into more manageable components, defining and understanding the relationship between these components, measuring each component, and then combining them to identify solutions.

**APPLICATIONS OF MCDA**

- MCDA may be used throughout the product development lifecycle to improve internal decision making by fostering a shared understanding between teams and channeling resources to compounds with the greatest likelihood of achieving reimbursement.
- MCDA is also used to support value communication where conventional methods may not be adequate, for instance, where value messages include patient convenience, unmet need, severity of disease, or safety; and where the benefit-risk balance is unclear, such as when a product is effective but has a different safety profile compared with other products.

**BENEFITS OF MCDA**

1. Foster a shared understanding of the decision problem and identify areas of important disagreement
2. Ensure all relevant factors (including intangibles) are considered in decision making and value communication
3. Quantify stakeholder priorities and preferences
4. A transparent link between performance, judgments, and decisions
GETTING A HEAD START WITH EVIDERA

Our team of MCDA specialists apply best practice to tailor MCDA design to your needs and draw on our internal capacity in pharmacoepidemiology, literature reviews, modelling techniques, preference surveys, and decision conferencing to ensure the MCDA is delivered to a high quality. We support our clients with MCDA training and bespoke MCDA projects.

To discuss how MCDA can support your market access objectives contact us at info@evidera.com. For further information on the ISPOR MCDA Task Force and Evidera’s support for this initiative visit: http://www.ispor.org/taskforces/multi-criteria-decision-analysis-grp.asp

SELECTED PUBLICATIONS AND PRESENTATIONS


British Columbia: The Health Technology Assessment Committee uses MCDA to assess non-drug health technologies

Hungary: MCDA has been used to evaluate new hospital medical technologies since 2010

EMA: “MCDA is valuable, proving clarity, particularly where the benefit-risk balance is uncertain”

IQWiG: Two types of MCDA “can contribute to determining the most important outcomes for patients as part of economic evaluation”

Italy: The Lombardy region introduced MCDA in 2008 to decide on the introduction and delisting of health technologies

Thailand: MCDA used to inform coverage decisions for HIV/AIDS interventions

MCDA IS BEING USED BY DECISION MAKERS AROUND THE WORLD

A non-exhaustive list of applications, updated April 2015

British Columbia: The Health Technology Assessment Committee uses MCDA to assess non-drug health technologies

Hungary: IQWiG: Two types of MCDA “can contribute to determining the most important outcomes for patients as part of economic evaluation”

Hungary: The Lombardy region introduced MCDA in 2008 to decide on the introduction and delisting of health technologies

Hungary: MCDA has been used to evaluate new hospital medical technologies since 2010

EMA: “MCDA is valuable, proving clarity, particularly where the benefit-risk balance is uncertain”

EMEA: British Columbia: The Health Technology Assessment Committee uses MCDA to assess non-drug health technologies

ThaiLand: MCDA used to inform coverage decisions for HIV/AIDS interventions

MCDA IS BEING USED BY DECISION MAKERS AROUND THE WORLD

A non-exhaustive list of applications, updated April 2015

British Columbia: The Health Technology Assessment Committee uses MCDA to assess non-drug health technologies

Hungary: IQWiG: Two types of MCDA “can contribute to determining the most important outcomes for patients as part of economic evaluation”

Hungary: The Lombardy region introduced MCDA in 2008 to decide on the introduction and delisting of health technologies

Hungary: MCDA has been used to evaluate new hospital medical technologies since 2010

EMA: “MCDA is valuable, proving clarity, particularly where the benefit-risk balance is uncertain”

EMEA: British Columbia: The Health Technology Assessment Committee uses MCDA to assess non-drug health technologies

ThaiLand: MCDA used to inform coverage decisions for HIV/AIDS interventions