



INSTITUTE OF  
HEALTH ECONOMICS  
ALBERTA CANADA

Institute of Health Economics

## Life Sciences SME Commercialization Program

*Call for Expressions of Interest*

**Information:** Dan Palfrey, Director of Industry Partnerships – [innovation@ihe.ca](mailto:innovation@ihe.ca)

**Website:** <https://www.ihe.ca/research-programs/innovation/sme-market/life-sciences-sme-market-access-program>

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## ORGANIZATIONAL PROFILE

The Institute of Health Economics (IHE) is a not-for-profit research organization governed by a Board of directors representing the Government of Alberta and provincial agencies, and the Universities of Alberta and Calgary.

The IHE:

- Is a member of the International Network of Agencies for Health Technology Assessment (INAHTA).
- Acts as the host agency/secretariat for INAHTA.
- Is a technical member of the World Health Organization's Health Evidence Network (WHO HEN).
- Is a member of the pan-Canadian Health Technology Collaboration.
- Serves as the provincial program for Alberta for health technology assessment.
- Co-chairs the Alberta Real World Evidence Consortium.
- Leads the Network of Alberta Health Economists.

IHE staff includes health economists, health technology assessors, research associates, information specialists, and project and administrative personnel. It also has a wide network of university-based research partners, and brings together teams of national and international researchers for various projects and initiatives.

More detailed information on the IHE is available at [www.ihe.ca](http://www.ihe.ca).

## INTRODUCTION & PROJECT DESCRIPTION

Small and medium-sized enterprises (SMEs) in the life sciences sector require health economic evidence that demonstrates that their technology is cost-effective for health systems, and represents a high value use of health system resources. Without this key component of their evidence package (i.e. documentation that must be submitted to healthcare payers and organizations during the procurement process), SMEs will struggle to gain market access and commercialization success. Healthcare payers make procurement decisions through the use of economic models and analyses following well-defined processes with explicit thresholds for what represents value and cost-effectiveness. They are often unwilling to procure technology from SMEs that cannot credibly articulate their technology value proposition and comment on its attractiveness to the payer.

With funding support from the federal government, the Institute of Health Economics (IHE) is initiating a project to support Alberta, Saskatchewan, Manitoba and British Columbia-based life sciences SMEs in gaining market access for their technology. The **first** objective of the project is to provide SMEs with an economic model of the value of the new technology to the healthcare payer in terms of costs and health outcomes (i.e., the impact on healthcare outcomes, resource utilization and costs, accounting for the price of the new technology). This analysis will quantify the SME's technology value proposition, which will underpin the business case for health system adoption and broader market access. Importantly, the quantified value proposition informs technology pricing decisions and justification, taking account of what is likely to be acceptable to healthcare payers in the SME's target markets.

Following an early economic evaluation, a **second** objective of the project is to prepare an Evidence Development Plan. The plan will describe real world evidence and data collection methods from initial routine usage of technology that will be used to update the economic model, reflecting the use of the technology in clinical practice. This plan, together with the IHE as a named economic partner, is intended to strengthen SME negotiations with a procuring health system or payer, and increase the probability of market access.

The **third** objective of the project is to provide SMEs that have successfully achieved initial market access with an update of the economic model completed during the initial economic evaluation, using data collected from actual clinical use, in order to develop a robust economic evidence package and strengthen global commercialization efforts.

## PROJECT TIMELINES

The project will recruit Alberta, Saskatchewan, Manitoba and British Columbia-based SMEs in 2022-23, proceeding through the program in cohorts of five (5). SMEs selected for the project are expected to have technology ready for clinical use, and be in discussions with one or more health system payers regarding procurement. The IHE will complete the economic modeling and Evidence Development Plan over a five (5) month period from initiation. It is anticipated that SMEs will seek market access shortly after receipt of the project deliverables. Data collection and model update is expected to take place up to 12 months after initiation of clinical use, and upon IHE's receipt of the real world data.

## SME SELECTION CRITERIA

The following are the preferred profiles for SMEs/technology participating in the project:

1. SMEs that are resident in Alberta, Saskatchewan, Manitoba or B.C., with an experienced management team and sufficient financial resources to commercialize their product.
2. Technology that is ready for commercialization and usage by health care professionals and patients (and may even have some initial market traction).
3. Technology intended to be purchased by health care delivery systems/organizations, as opposed to consumers or other types of organizations (e.g., pharmaceutical companies).
4. Technology with time to intended observable clinical or economic outcome (e.g., a reduction in physician visits or hospitalizations) that is relatively short-term (6-12 months), with enough expected volume of use for efficient data collection within the timeframe.
5. SMEs that are in active or have had recent discussions with one or more health system payers regarding procurement.

## SME FINANCIAL CONTRIBUTIONS

The project is funded with financial support from the federal government. However, a contribution from SMEs is required, and the payment schedule is aligned to the three objectives of the project.

## EXPRESSIONS OF INTEREST

Interested Alberta, Saskatchewan, Manitoba and British Columbia-based SMEs are encouraged to submit an Expression of Interest (EoI) by **January 15, 2023** to the IHE for consideration. The EoI should be a maximum of 5 pages (excluding appendices) outlining the following:

1. Company overview and history, including identification of key members of the management team, and summary of financial strategy/strength to commercialize a product (e.g., available internal resources, investment or loan upon receipt of purchase order, etc.).
2. Technology technical overview, and Intellectual Property status.
3. Patient population expected to benefit from the technology, and proposed value proposition for the technology compared to current standard of care.
4. Trials/usage of the technology to-date, and current state of evidence for technology's efficacy/effectiveness and safety.
5. Technology market-readiness including regulatory status.
6. Description of current or previous procurement submissions, maturity of negotiations and reflections on challenges.

Upon review of the EoI by the IHE and the project Advisory Group, successful applicants will be contacted to initiate project discussions.

EoIs or any questions or comments can be sent to:

Dan Palfrey  
Director, Industry Partnerships  
Institute of Health Economics  
[innovation@ihe.ca](mailto:innovation@ihe.ca)