



# **PULSE ECONOMICS**

*Commercialisation and  
Market Access Strategy  
Advisory for Pharma*

*With strong market sentiment, demand for new therapies and a structured reimbursement pathway, Australia presents a compelling opportunity for pharmaceutical innovators. Success requires navigating a fragmented healthcare landscape, aligning with payer priorities, and demonstrating value to unlock growth potential.*

# AU\$29 billion

Australian pharma market size expected for 2025 to drive new product opportunities

# 6% CAGR

Steady pharma industry growth projected for the next 5 years, signalling market confidence

# Over 400

Ongoing medication shortages (36 of which are critical according to the TGA), highlighting demand for novel solutions

# ~1.7

Average submissions per PBAC approval, underscoring the need for expert strategy to achieve optimal reimbursement outcomes





# At Pulse Economics, we help innovative pharma companies secure reimbursement and scale to maximise patient impact

## OUR SERVICES



### R&D Planning

Knowledge is power. We design and support clinical and real-world evidence generation activities focussed on market authorisation and penetration.



### Market Access

We guide clients through the complexities of securing market access and reimbursement, ensuring that products reach patients with optimal pricing.



### Growth Strategy

We help clients, including early-stage ventures, develop a strong commercialisation strategy, supporting growth and product life cycle management.



### Data Analytics

Leveraging data to support strategic healthcare decision-making, we deliver health outcomes research, and statistical analysis and economic modelling.



**We deliver  
solutions  
across the  
entire market  
access journey**

## **1. Evidence development**

- Utilisation pattern analysis
- Systematic literature reviews
- Meta-analyses
- Pilot clinical study design
- Statistical and survival analyses

## **2. Value demonstration**

- Value proposition development
- Health economic modelling
- Health technology feasibility assessments
- Reimbursement dossier development

## **3. Strategic positioning**

- Market access strategy development
- Market and competitor analysis
- Pricing strategy development
- Clinician engagement and research

## **4. Post-market impact**

- Post-market real-world evidence assessments
- Product lifecycle management

## Meet our Founder and Managing Director

**Oona Reardon:** With over 20 years of experience in health economics across private, public, and academic roles, Oona specialises in market access strategy, statistical analyses, and economic impact modelling.

Prior to founding Pulse Economics, she managed PBAC and MSAC reimbursement projects at Labcorp, and held senior roles at Fresenius Kabi and Apotex (now Arrotex Pharmaceuticals). Oona's academic contributions include working with CHRE at UTS as a PBAC submission evaluator and managing health economics support for Cancer Australia's clinical trial groups.

She holds a Master's in Public Health (Health Economics) and a Bachelor of Science (Hons) from UTS.





# We're experts in pharma and life sciences



**Dr Michael Ortiz:** Leader in value-based pricing, reimbursement strategy, and economic impact modelling. He has shaped industry standards through Medicines Australia committees and published extensively in pharmacoeconomics. As an Adjunct Associate Professor at UNSW, Michael brings academic depth to practical market access solutions. He holds a PhD, a Master of Science, a Graduate Diploma in Epidemiology, and a Bachelor of Pharmacy, all from the USyd.



**Carol Lee:** Extensive experience in PBAC and MSAC submissions, turning clinical data into compelling economic models. She has worked across cardiology, oncology, and neurology, with expertise in trial evaluation, literature reviews, and indirect comparisons. Carol's background spans senior roles at Labcorp, Sandoz, and Janssen-Cilag. She holds a Bachelor of Pharmacy, a Diploma in Hospital Pharmacy, and a Graduate Certificate in Pharmacoeconomics.



**Dr Roy Ramiscal:** Specialises in health technology assessments, commercialisation strategies, and post-market pharmaceutical reviews. Also being a Junior Partner at SoHi Partners and Affiliate Lecturer at Adelaide Medical School, he's committed to biomedical innovation. Roy holds a PhD from ANU where he worked on antibody genetics and immunotherapeutic drug development for acute pancreatitis. He also has a MBA with Excellence from AGSM.

***Michael, Carol and Roy are Associate Directors at Pulse Economics***

# Case study #1: Agility in action

## Project Overview

In December 2022, we received an urgent request from a global pharmaceutical company to assess the feasibility of a PBS listing and private script launch for a new medicine. The Board of Directors was under significant time pressure due to an impending sales acquisition decision.

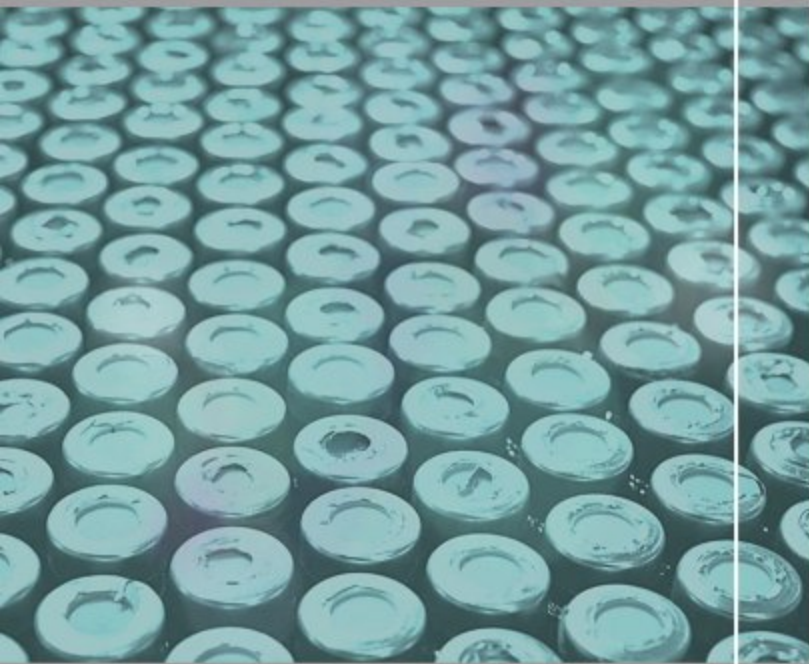
## Key Actions

- Drafted and submitted a proposal within 24 hours. Upon client approval in late December, initiated a comprehensive 4-week feasibility assessment, even during the holiday period.
- Conducted an in-depth analysis including:
  - Identifying relevant comparators and clinical trial data.
  - Adapting a global Markov model to the Australian context, estimating cost-effectiveness and viable pricing strategies, forecasting script volumes for PBS and private scripts.
  - Identifying challenges, data gaps, and providing actionable recommendations.

## Outcome

- Delivered findings in a two-hour Teams meeting in mid-January 2023.
- The client was highly satisfied with our research quality and rapid turnaround.
- Enabled the client to negotiate terms confidently before the acquisition deadline





## Case study #2: Solving the unsolvable

### Project Overview

In 2022, a global pharmaceutical company requested our expertise for a PBS resubmission. The client's previous submission was rejected due to considerable uncertainties with the choice of comparator, higher/longer drug dosing in the pivotal clinical trial compared to expected use and limited comparative clinical trial data with comparator B.

### Key Actions

- Collaborated with the Sponsor to design and launch a local CAP for data collection
- Developed the resubmission via:
  - Undertaking KOL interviews to refine clinical management algorithm
  - Utilising duration of therapy and dosage data from local CAP
  - Including a systematic review of non-randomised studies to enable a naïve comparison with comparator B

### Outcome

- The PBAC recommended the medicine in 2023 with no RSA.
- The client was extremely glad to receive a positive recommendation given they had been working towards a PBS listing for this drug since 2018.



*Get in touch with us to  
discover how we can help  
you achieve your goals*



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