

For more Information

For more information about who we are and what we do, look at www.translucency.co.uk.

Or contact us for an informal discussion about your requirements? We are happy to give you impartial advice on what you need to consider in order to secure the reimbursement your product or service deserves, without obligation.

To find out more, or make an appointment, please contact us by phone, fax, email or letter.

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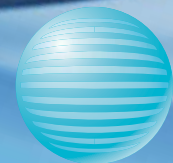
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Translucency Ltd. is a limited company incorporated in England, company number 03823204

CD2834

Developing persuasive evidence based tools for successful access to the healthcare market.



translucency

evidence for success

What we do

Translucency uses evidence from multiple sources – the scientific literature, expert opinion, surveys, healthcare activity data, published guidelines, costing studies and others – to realise the full potential of your products and services in the market.

We combine clinical and technical skills with a thorough understanding of healthcare, an extensive network of contacts, and a flair for communication. We apply the rigour payors expect of a business case to your commercial objectives.

We cover the full range of healthcare products: medical devices and equipment, diagnostics, pharmaceuticals and biotechnology.

A cost-effective approach to the different markets in the EU

Each country has its own national system for funding healthcare. Each system presents opportunities and barriers to healthcare companies wishing to access the European market. Although the national systems are different, the questions asked by payors are increasingly similar.

Translucency can identify for you the overlaps and differences in requirements for successful reimbursement in a number of countries and deliver a single evidence base assessment which will help you to success across the key markets in the EU. Where there are overlaps, the work only needs to be done once. Where there are differences, country-specific work will be needed, but we will make sure that this is kept to a minimum.

By commissioning us to carry out work in several markets, we can also support you in developing a coherent and coordinated strategy in the EU. This is important for a number of reasons, such as developing a single protocol for use across multiple European countries and ensuring a consistent pricing strategy.

Deliverables

Reimbursement advice

We provide comprehensive advice on the current reimbursement and funding environment for health care products. We have our own team of consultants based in the UK. Through our European associates we can access a similar team of locally based reimbursement consultants in all the major European countries. Our team keep up-to-date with the constantly changing reimbursement environment in each market so we give you the full picture.

Strategy development

With a sound understanding of the environment we develop reimbursement and funding strategies which capitalise on short term opportunities and build for long term success. We make the timescale, evidence requirements and the likelihood of success clear so you can make sound business decisions.

Evidence-based deliverables

We produce a range of deliverables including formal reimbursement submissions, evidence based business cases, costing models and analyses of the clinical literature. These can be produced as a comprehensive collection of all the relevant data which can then be customised to meet a range of requirements, or prepared specifically for one specific application.

Assessing potential value

Our understanding of the healthcare funding environment means that we are well placed to determine the likely return on a healthcare technology or service. We prepare reports looking at the likely value of a product or service, identify gaps in the evidence portfolio and estimate the resources required to build a suitable support package.

