

Health Economics and Outcomes Research & Market Access

Bridging the Gap Between Innovation and Reimbursement

Innovative therapies carry the promise of life-changing outcomes, but clinical safety and efficacy are only the beginning. In today's complex value-based land-scape, securing market access requires more than just clinical data—it requires a narrative built on robust economic evidence.

FTI Consulting's Center for Healthcare Economics and Policy bridges the gap between innovation and reimbursement. Our multidisciplinary team of Ph.D. economists, predictive modelers, and industry experts delivers the technical precision and strategic insight needed to justify pricing, coverage, and utilization.



Policy Analysis

Shape the debate. Changing how payers, health systems, and policymakers view a disease area or treatment requires a robust evidence and innovative thinking. FTI Consulting's Center for Healthcare Economics and Policy has the technical skills and experience to shift the debate as innovative products reach the market. From expertise in real-world data analysis to microsimulation modelling, from survey design to commentaries, we have tools to generate evidence for your above-brand research needs.

For instance, FTI Consulting professionals combined a survey, real-world data analysis and microsimulation modelling to measure the health and economic value of improved mobility to US patients over the next two decades. With the advent of alternative payment models for health systems, our team modelled how the adoption of new treatments would affect health system finances under value-based alternative payment models. Further, our team has worked with organizations such as the National Academies of Science using real-world health insurance claims data to quantify regional variation in the quality and cost of care. Our experts have been published top-tier peer-reviewed journals as well as in highly visible outlets including *Forbes*, *Health Affairs*, *STAT News*, *Wall Street Journal*, and *Washington Post*, among others.

Recent Example: [Link](#)

— KEY SERVICE OFFERINGS



Policy Analysis

Shape the healthcare debate through authoritative research and thought leadership.



Value Measurement

Justify pricing and coverage with rigorous economic modeling and evidence.



Real-World Evidence

Quantify clinical impact and unmet needs using a variety of data sources, including claims, electronic health records, registries and more.



Patient-Centered Research

Align product value with quantified patient and provider preferences.



Market Access

Navigate complex reimbursement landscapes with integrated launch strategies.



Value Measurement

Justify pricing. Not only does the FTI Consulting team have experience developing cost-effectiveness models across a variety of disease areas ranging from for rheumatoid arthritis to sickle cell disease, FTI Consulting leaders have worked with organizations such as the Center for Innovation and Value Research to develop open-source approaches to cost-effectiveness analysis. Beyond the standard CEA models, our experts have conducted cutting-edge research to quantify the broader societal value of new treatments. To measure the value new products can provide in reducing health disparities, and also have argued for the increased use of distributional cost effectiveness analysis (“DCEA”) modelling. Our team has also worked with leading academics to implement the Generalized Risk-Adjusted Cost Effectiveness (“GRACE”) models that—by incorporating patient risk preferences—are able to more appropriately quantify the value of treatments for the most severe diseases. **Recent Examples:** [Link](#) [Link](#)



Real World Evidence

Quantify impact and unmet need. FTI Consulting’s team of researchers has deep skills evaluating data from a variety of sources including health insurance claims data, electronic health records, laboratory data, patient registries and others. Our team has published work using claims and laboratory data to quantify the economic burden of diseases such as rheumatoid arthritis with specific biomarkers. Our team has expertise quantifying patient medication adherence, not only using standard metrics such as the medication possession ratio, but also using adherence trajectory modelling to map patient adherence trends dynamically over time. To inform value-based contracting arrangements, our team has combined clinical trial and real-world data, to predict how patient socioeconomic and medical conditions will affect real-world outcomes. Further our team have applied machine learning algorithms to large data sources to predict disease progression. **Recent Examples:** [Link](#) [Link](#)



Patient-Centered Research

Be patient-centered. Being patient-centered means not only understanding what patients want but examining how they make tradeoffs across treatments attributes. Center staff are leaders in conducting discrete choice experiment (“DCE”) surveys to quantify the value patients, caregivers, physicians and other stakeholders place on different treatment alternatives. When physician prescribing patterns deviated from patient preferences, we designed a DCE survey to compare how patients and physicians value the attributes of different treatments for atrial fibrillation. When physicians undervalue treatments with curative intent, FTI Consulting professionals estimated the “value of hope” from the patient and physician perspective. In a final example, we used the DCE methodology to measure how moving from current practice to patient-centered prescribing would improve health outcomes for individuals with multiple sclerosis. **Recent Examples:** [Link](#) [Link](#)



Market Access

Navigate reimbursement landscape. Rules set by payers and policymakers increasingly raise the bar and limited market access is the single largest factor in launches failing to achieve expectations. To address this challenge, FTI Consulting engagement strategies ensure favorable launch environment, including innovative market access, pricing and reimbursement models and companion diagnostics. Our team has extensive experience conducting market landscape analysis and stakeholder insight generation. Further, the Center works closely with FTI Consulting’s Strategic Communication in the US, Canada and Europe to provide comprehensive value communication, advocacy and market access operational support for launch.

JASON SHAFRIN, PhD

Senior Managing Director

+1 213.452.6483

jason.shafarin@fticonsulting.com

KYI-SIN THAN

Senior Director

+1 202.312.9201

kyi-sin.than@fticonsulting.com

NADINE ZAWADZKI, PhD

Senior Director

+1 213.402.1598

nadine.zawadzki@fticonsulting.com

JAEHONG KIM, PhD

Director

+1 213.452.6460

jaehong.kim@fticonsulting.com

The views expressed herein are those of the author(s) and not necessarily the views of FTI Consulting, Inc., its management, its subsidiaries, its affiliates, or its other professionals. FTI Consulting, Inc., including its subsidiaries and affiliates, is a consulting firm and is not a certified public accounting firm or a law firm.

FTI Consulting is the leading global expert firm for organizations facing crisis and transformation, with more than 8,300 employees in 34 countries and territories. FTI Consulting is dedicated to helping organizations manage change, mitigate risk and resolve disputes: financial, legal, operational, political and regulatory, reputational and transactional. FTI Consulting professionals, located in all major business centers throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges and opportunities. ©2026 FTI Consulting, Inc. All rights reserved. fticonsulting.com

04292026 | VN01658-v10