

# CASE STUDY:

## PICO Assessment for a novel type 2 diabetes treatment



Desk research and  
payer interviews



Global Pharmaceutical  
Company



T2D



FR, DE, IT, ES,  
NL, SE



### Client situation

The client is launching a project to evaluate and prioritize relevant PICO requirements for future type 2 diabetes (T2D) assets in preparation for the Joint Clinical Assessment (JCA) requirements. The initiative aims to guide strategic planning and evidence generation, assess evolving payer landscapes and clinical assessment needs across the EU, and understand the implications for payer engagement and reimbursement strategies. To support this effort, input from local affiliates will be gathered through targeted discussions to capture market-specific insights and assumptions.



### Ipsos solution

Our approach began with comprehensive desk research on PICO requirements across key EU markets (France, Germany, Italy, Spain, Netherlands, and Sweden), leveraging existing HTA submissions, clinical guidelines, and ongoing trials. To fill information gaps and gain deeper insights into JCA priorities, we developed a discussion guide and conducted payer interviews in France, Germany, Italy, and Spain, Netherlands and Sweden. Findings from the interviews and desk research were consolidated into a prioritized PICO list, which was then validated through expert input to ensure alignment with anticipated 2030 JCA requirements and evidence generation strategies.



### Business impact

We synthesized findings from all research phases into a comprehensive PowerPoint report outlining recommended PICO requirements for our client to target in the JCA. The report includes a prioritized PICO list and strategies for evidence generation through clinical trials, Real-World Evidence (RWE), and Indirect Treatment Comparisons (ITCs). Final insights were shared in a workshop to ensure understanding and alignment on next steps.