

CASE STUDY:

PICOs in ulcerative colitis



Secondary research



Global
pharmaceutical
company



Ulcerative colitis



France, Germany,
Sweden



Client situation

With the phased rollout of the Joint Clinical Assessment (JCA) by the European healthcare system in early 2025, our client wanted to gain an understanding as to the PICOs used by the European Medicines Agency in recent assessment of products indicated for ulcerative colitis (UC).

This information would assist our client in preparing for future JACs of biologics for use in moderate to severe UC



Ipsos solution

Through secondary research into the clinical guidelines for moderate to severe UC, Ipsos identified appropriate analogue products.

A deep-dive into these analogues' HTA submissions, clinical trial design and ongoing clinical trial designs in moderate to severe UC allowed Ipsos to identify a list of PICOs that are likely to be applicable for future JCA PICO assessment of biologics for use in moderate to severe UC.



Business impact

Ipsos compiled all identified PICOs into a PowerPoint presentation, that outlined:

- PICOs applicable for all 3 scope countries
- Country-specific PICOs
- Evidence generation recommendations
- Strategic next steps

With this information, our client was confident as to the data already available, and the data that they needed to generate, prior to submission of their products into the JCA.