

A close-up photograph of a young woman with long, dark, wavy hair. She is looking slightly to her right with a focused expression. She is holding a white, cylindrical inhaler to her mouth with her right hand. The background is a soft, out-of-focus green, suggesting an outdoor setting with foliage. The lighting is bright and natural, highlighting her features.

# ELEVATING THE VOICES OF SEVERE ASTHMA

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ICER TOOLKIT

# OVERVIEW

Asthma is a chronic condition that affects 25 million Americans. Though treatments for asthma exist, not all patients can achieve adequate control with currently available medications. As a result, their quality of life suffers. People living with severe asthma, along with their family and caregivers, are daily burdened, even frightened, by the persistent and often unpredictable impact of symptoms.

A new biologic medicine, tezepelumab, could offer a valuable new treatment option. The drug was granted breakthrough therapy status by the Food and Drug Administration, which is currently reviewing it for approval. The first-in-class medicine could be the first to effectively treat severe asthma.

But while the FDA is undergoing its review, a concurrent conversation explores the cost and value of the treatment. Steering that conversation is the Institute for Clinical and Economic Review, better known as ICER. The private, Boston-based health economics organization analyzes available clinical trials data in an attempt to gauge medications' cost-effectiveness. The economists' analysis often relies too heavily on quantitative data while overlooking the metrics that matter most to patients.

ICER's reports can negatively influence health plans' coverage policies, effectively determining whether patients with severe asthma can finally access effective treatment – and what manner of red tape health care providers must fight to make treatment possible.

**That's why it's important for severe asthma patients, clinicians, and advocates to provide input.**

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This toolkit provides the information you need to bring your voice, expertise and insights to inform ICER's decision.

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# ICER ASSESSMENT TIMELINE

## WHAT YOU CAN DO

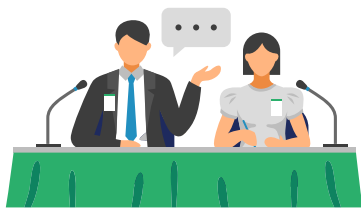


### DRAFT EVIDENCE REPORT

September 16 – October 14, 2021

#### WHAT YOU CAN DO:

- Submit comment
- Engage in social media to raise awareness for key issues
- Share information via blogs, newsletters, and email
- Encourage members and colleagues to participate

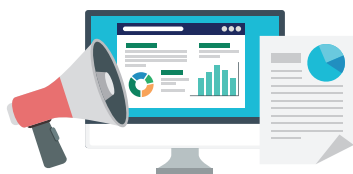


### PUBLIC MEETING

November 19, 2021

#### WHAT YOU CAN DO:

- Testify at ICER meeting
- Spread the word via blogs, newsletters, and email
- Engage in social media activity



### FOLLOW UP

Final Evidence Report  
& Meeting Summary

December 16, 2021

#### WHAT YOU CAN DO:

- Reiterate key messages using social media, email, and newsletters

# KEY MESSAGES



## Severe Asthma Costs Patients & Society

- Severe asthma accounts for half of the estimated \$82 billion in asthma-related health care costs each year.
- Severe asthma reduces quality of life, limiting people's ability to work, attend social functions, and enjoy time with family and friends. Symptoms can be disruptive, stressful and frightening for patients and caregivers.
- Patients with severe asthma face twice the risk of emergency visits to the hospital and an increased risk of mortality.



## Severe Asthma Demands Targeted Treatment Options

- Severe asthma imposes more life-threatening symptoms than mild to moderate asthma. Yet patients are commonly prescribed the same types of treatment and medication.
- People with severe asthma may find themselves relying on inhaled corticosteroids and oral corticosteroids, which can sometimes pose harmful side effects.
- New and targeted treatment tailored to severe asthma could provide patients unprecedented relief.



## Asthma Compounds Health Disparities

- Black Americans are 40% more likely to have asthma and three times more likely to die from asthma-related causes than are white Americans.
- Asthma is more prevalent among people living below poverty levels and exposed to environmental triggers.
- Access to more treatment options can give patients of all backgrounds and races a better chance of managing severe asthma.



## Each Patient's Experience with Severe Asthma is Unique

- Just as each case of severe asthma isn't exacerbated by the same trigger, each patient won't be helped by the same treatment.
- Different drugs offer different benefits to each patient. Many of those with severe asthma could respond positively to a treatment that targets a new pathway.
- A range of treatment options will give patients the best chance of identifying what drug is most effective for them.

# SOCIAL MEDIA GUIDE

## Hashtags

#SevereAsthma

#ICER

#Patient

#AsthmaAccess

#TrustPatients

## Tweets / Facebook Messages

#SevereAsthma limits my quality of life. Access to breakthrough treatment options is critical to helping me take back control of my life. #ICER



DYK? People living with severe asthma face double the risk of emergency visits to the hospital. Advocate for treatment options tailored to the severity of the disease. #ICER



#SevereAsthma affects every patient in a different way. That's why @ICER\_review should consider the benefits a range of treatment options could have for patients.



Low socioeconomic status is linked to higher rates of severe asthma. @ICER\_review should increase treatment options and lower health disparities.



What would the first FDA-approved biologic medicine proven to manage #SevereAsthma be worth to you? Let @ICER\_review know. #TrustPatients



Understanding #SevereAsthma starts with patients and providers. Lend your voice to the #ICER discussion about value, treatment & access.



Severe asthma cases account for 50% of the \$82 billion in yearly health care costs associated with asthma. #ICER should increase treatment options and lower the socioeconomic burden on patients. #AsthmaAccess



@ICER\_review should take into account how access to #tezepelumab could transform treatment for patients living with severe asthma.



## WHAT'S NEXT?



Look for more information from the Institute for Patient Access and Alliance for Patient Access, including specific instructions related to the ICER response effort.



Questions? Contact Casey McPherson at [cmcpherson@allianceforpatientaccess.org](mailto:cmcpherson@allianceforpatientaccess.org).

Together, health care providers, patients and advocates can raise awareness, inform dialogue and educate ICER on why breakthrough treatment options are critical for Americans living with severe asthma.



**Institute for  
Patient Access**

### **ABOUT THE INSTITUTE FOR PATIENT ACCESS**

The Institute for Patient Access is a physician-led nonprofit 501(c)(3) research organization promoting the benefits of the physician-patient relationship in the provision of quality health care.



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