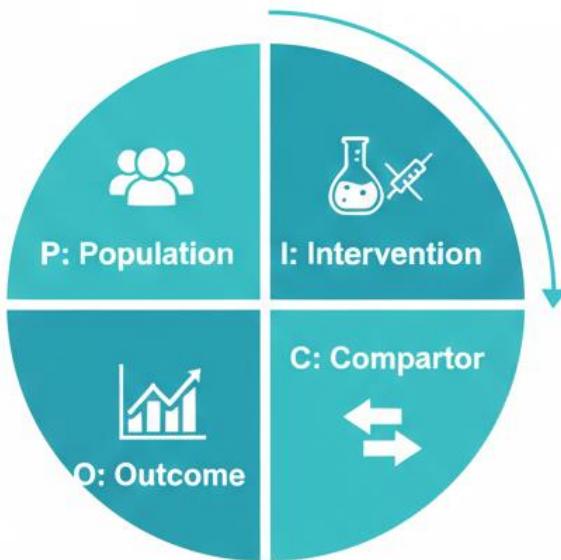


Is Your PICO Strategy a Global Revenue Risk?



What is PICO?

A Framework for Clinical Questions & JCA Scoping.



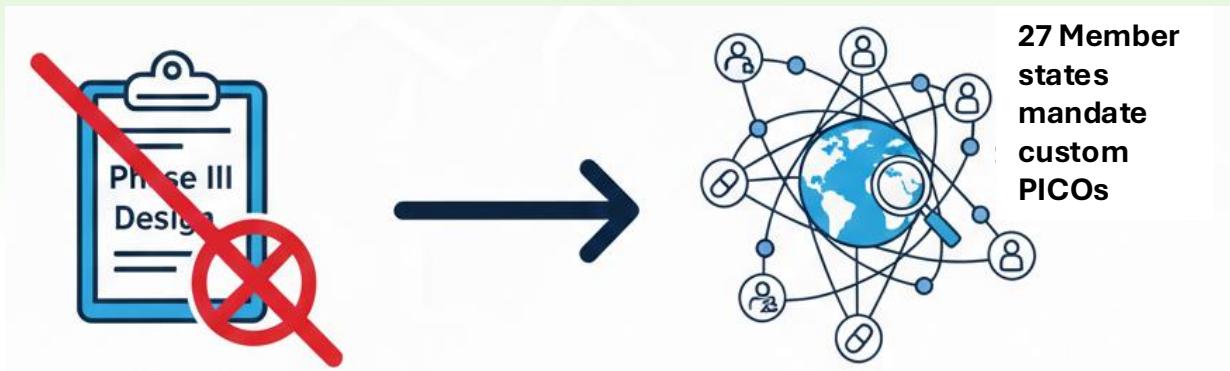
Clinical Research:
Trial Design

Regulatory:
Define Labels
(FDA/EMA)

HTA/JCA:
Justify Value

The JCA "PICO Explosion"

Your Phase III design is about to be tested by 27 different "Realities."



- 👍 **The Risk:** EU Member States will demand comparators and outcomes your trial didn't include.
- 👍 **The Consequence:** A "Low Certainty" JCA report that kills your price floor.
- 👍 **The Shift:** Move from Reactive Submission to Proactive Scoping.

PICO Shadowing—The Strategic Mirror

Don't wait for the JCA survey. Emulate it.



EMA Filing: NO TIME TO GENERATE DATA



24-MONTH HEAD START:
PREDICT PICOS, IDENTIFY GAPS

Trigger RWE & EMULATED TRIALS

- 👍 **Shadowing:** A 24-month "head start" to predict every PICO research question.
- 👍 **The Goal:** Identify evidence gaps while you still have time to run RWE.
- 👍 **The Result:** No "PICO surprises" on Day 0 of your EMA filing.

Bridging the Gap with Emulated Trials

Target Trial Emulation (TTE): Using RWD to simulate a head-to-head comparison.



Trial Data Missing



RWE + Advanced Analytics

- 👍 **Why it works:** It satisfies the JCA demand for "Direct Comparison" when trial data is missing.
- 👍 **Timing:** Must be initiated at risk well before the 100-day JCA clock starts.
- 👍 **Action:** Don't just report data; design your evidence

Secure Your Global Price Floor

In 2026, Clinical Strategy is Pricing Strategy



- Sur-Access: Expert PICO Shadowing & Evidence Bridging

Master the JCA Timeline:

👉 www.sur-access.com