

# Why do comparator trials matter?

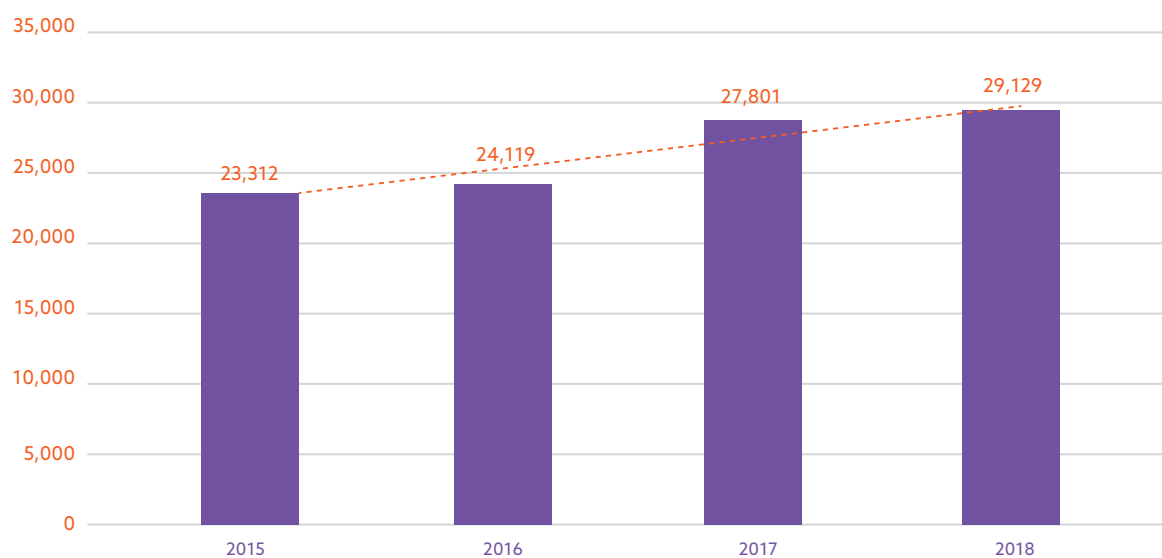


# Why do comparator trials matter?

Comparator trials are becoming more important to the biopharmaceutical sector for several reasons. The main influencing factors are the ability to demonstrate an IMP's superiority over its competition / market leader and to deliver breakthrough treatments providing better health outcomes compared to existing treatment options.

Over the past number of years, there has been a marked and consistent increase in the number of new clinical trials registered<sup>i</sup>.

## New clinical trials registered



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In addition, many healthcare technology appraisal organisations have a vested interest in the data generated from comparative trials, which can be used as a basis for advising clinicians on the best treatment options to prescribe to patients in order to balance health outcomes with value.

The rise of co-therapies for diseases, like HIV, that have historically responded poorly to single therapies, along with the increasing complexity of protocols for sophisticated therapies that allow several experimental drugs to be tested at the same time, are also contributing factors for the emerging popularity of comparative studies

As to be expected, relevant new therapeutic advances and approaches also contribute to the emerging popularity of comparative studies. For example, with the rise of co-therapies for diseases like HIV that have historically responded poorly to single therapies, Likewise, the same can be observed when looking at sophisticated therapies that allow several experimental drugs to be tested at the same time, given the increased complexity of protocols involved.

### References

<sup>i</sup> <https://clinicaltrials.gov/ct2/resources/trends>