

Custom Research to Support Access Landscape, Barriers and Opportunities

Engagement	Health Strategies Group: Deliverables
Physicians used client's product in combination with a product marketed by another biotech company. The FDA mandated labeling changes that restricted the complementary product's use, and client needed a strategy to protect their product.	<ul style="list-style-type: none"> • Identified four distinct segments of physicians for our client – each with unique patterns of utilization/attitudes towards the complementary product • Identified two attitudinal segments with the greatest growth potential and provided a snapshot of treatment evolution • Reviewed the strengths and weaknesses of the client's product
Client needed to determine how to minimize the impact of plans' transition to ICD-10 codes on patient access to their products	<ul style="list-style-type: none"> • Assessed key elements of payers' plans for transitioning from ICD-9 to ICD-10 codes and how these may affect patients taking the client's drugs • Recommended strategies to mitigate access issues
To secure current formulary status for their portfolio, client required an assessment of the impact of the Affordable Care Act (ACA) changes on commercial formularies and contract implications	<ul style="list-style-type: none"> • Assessed payer dynamics with regards to Medicaid expansion, health insurance exchange participation, and ACA implementation • Presented recommendations by payer segment regarding potential impact on current commercial contract arrangements
Client wanted an assessment of ACA impacts on commercial formularies and contract implications to prepare to secure formulary status	<ul style="list-style-type: none"> • Defined the scale of impact of payer participation in managed Medicaid expansion and health insurance exchanges on commercial formularies with emphasis on the client's key therapeutic areas
Client wanted to determine strategic options to protect and grow their category-specific franchise among commercial and Medicaid payers as the market evolves due to healthcare reform	<ul style="list-style-type: none"> • Assessed current coverage and management among commercial and Medicaid plans and identified potential management changes • Recommended strategies for growing the client's franchise among segments that are least likely to institute access barriers to branded agents

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Engagement	Health Strategies Group: Deliverables
Client needed to understand the short-term and long-term impacts of value-based benefit design (VBBD) on their business	<ul style="list-style-type: none"> • Described trends in benefit design and provided examples of current VBBD as well as an education tool to facilitate internal learning • Increased understanding of the impact of VBBD on the client's overall portfolio and on specific therapeutic categories
Client needed to know how to influence payers, ACOs, and integrated delivery networks (IDNs) in adopting a new, third-party model of care in a high-priority therapeutic category	<ul style="list-style-type: none"> • Described the barriers and opportunities for payer, IDN, and ACO adoption of new treatment guidelines as well as potential changes to current protocols/pathways and reimbursement policies • Recommended ways to integrate scientific elements into customer activities
Client needed to determine how their key account managers could drive business within a specific category among accountable care organizations (ACOs)	<ul style="list-style-type: none"> • Defined the types of ACOs most likely to influence physician prescribing • Identified optimal ACO decision makers for the client's key account managers to target • Recommended strategic promotional approaches to optimize the impact of the key account managers
Client needed to know how managed care customers would receive a new repackaging concept for their medical device product	<ul style="list-style-type: none"> • Described management of the device's therapeutic category • Assessed various cost factors managed care customers will consider when evaluating the new concept • Assessed how the concept will impact management of current products
Client needed to develop a strategy to launch three products into three distinct segments of the corporate and IPA account space	<ul style="list-style-type: none"> • Defined how targeted medical groups make formulary decisions and approach new medical products • Provided the client with opportunities to accelerate formulary access • Recommended ways to work with target medical groups to position the three agents on appropriate treatment pathways/guidelines
Client needed to determine how their key account managers could drive ADHD business among accountable care organizations (ACOs)	<ul style="list-style-type: none"> • Defined the types of ACOs most likely to influence physician prescribing • Identified optimal ACO decision makers to target • Recommended strategic promotional approaches to optimize the impact of the key account managers

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Engagement	Health Strategies Group: Deliverables
Client wanted to identify how payers manage two distinct types of products within a specific category	<ul style="list-style-type: none"> • Provided understanding of the level of importance to payers of management of treatment options within a specific category • Described contracting within the class as well as payer incentives to use one type of product instead of the other
Client wanted to better meet the vaccination needs of complex health systems	<ul style="list-style-type: none"> • Provided an overview of health systems' vaccine decision-making process with emphasis on influencing market trends and individual drivers of variation in vaccination policies among health systems • Identified opportunities to increase vaccine volume
Client needed to understand payer management of HCV agents given the availability of new treatments and future regimens	<ul style="list-style-type: none"> • Identified any implemented changes to category management • Assessed potential opportunities and decision criteria impacting potential market position for the client's future agents
Client wanted to quantify different aspects of the managed care environment and management controls for specific medical device categories	<ul style="list-style-type: none"> • Provided insight into changes in the U.S. payer market that might impact the client's business within the categories to inform business planning and forecasting
Client wanted to know how to best advance its business with major PBMs and increase its organizational understanding and alignment around how to succeed in the segment	<ul style="list-style-type: none"> • Identified key trends in the PBM market • Assessed current relationships with PBMs • Profiled major PBMs • Recommended potential tactics for account managers
Client needed to determine the right approach for ACOs depending upon pharmacy risk arrangements, impacts of payer formularies, and current and future management/ control of products within a single category	<ul style="list-style-type: none"> • Through secondary research, assessed payer involvement and guidance in decision making for key ACOs • Provided descriptions of the common risk arrangements in place to support capitation agreements • Generated an updated ACO segmentation

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