

Custom Research to Support Contracting

Engagement	Health Strategies Group: Deliverables
With the launch of a new therapy less than a year away, client needed to determine the MCO contracting strategy that would optimize the product's positioning and access	<ul style="list-style-type: none">• Provided an assessment of future formulary and payer management approaches and a description of potential contracting options• Presented recommended contracting approaches for category management in commercial, Medicare, and managed Medicaid segments
Client submitted an NDA for a new oral anticoagulant (OAC) and needed to a) understand how to gain optimal position on hospital protocols, and b) finalize a contracting strategy to support rapid access to the hospital market at launch	<ul style="list-style-type: none">• Provided a critical assessment of the competitive dynamics of the OAC in the acute care setting• Described the P&T process and influencing factors of product placement and hospital utilization for new OACs• Recommended approaches to address strategic contracting opportunities in the hospital market

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