

Market Access Value Stories: Developing effective messages and communications with payers

<https://marketpublishers.com/r/M7887409A99EN.html>

Date: October 2015

Pages: 0

Price: US\$ 595.00 (Single User License)

ID: M7887409A99EN

Abstracts

Developing effective messages and communications with payers is essential to ensure reimbursement for your new drugs

With health economics playing an ever-larger role in market access and reimbursement decisions, how can you communicate the value of your drug to gain acceptance and drive profitability?

Eleven experts, including NICE's Kalipso Chalkidou of and Lundbeck's Barbara Ann Jaszewski, explain how you can gain long-term advantages by defining, assessing and telling the value story of your products before taking them to the market.

Get Market Access Value Stories: Developing effective messages and communications with payers now.

Top Takeaways

Develop your proposition early: How this gives you a head start on others who leave it to the pre-launch phase

Price and value are not the same: The right value story improves chances for optimal pricing

You need to gather the evidence: Shape the story you tell according to particular international markets' needs

How best to construct a story: Experts offer their opinions on what works best

The direction of travel for drugs companies: Value stories affect what drugs companies choose to pursue, as they align priorities to those of payer and patient

Small companies may face particular difficulties Why they need to thoroughly assess the best way to develop meaningful stories

New skills are needed for delivering stories appropriately with multiple teams involved

Key Issues Explored

When do you need to start planning for your value proposition?

Do you need a consistent message across the board, or do different stakeholders and decision makers need different information?

Do the benefits outweigh the cost and burden of creating a value story?

How do you use a story to create value without reducing price?

Who's already creating effective stories and reaping the resulting benefits – even against cheaper 'me too' treatments?

What is the most constructive way to work with payers to get the best result for your business?

Who needs this report?

Market access leaders – to find out how others are solving similar problems and understand the issues in play globally

Executives of medical affairs and health economics and outcomes teams - to understand the increasing importance of developing and communicating strong value stories

Market access advisers and consultants – as more pharma companies turn to specialists for advice, is your understanding of value propositions sufficient and up to date?

Senior managers and executives of commercial teams - to see how value stories can impact commercial outcomes

Anyone involved in designing, recruiting, executing or analysing trials – to see how the value story needs to be built in

Access team hiring managers – to see if the changing portfolio of skills required to build effective value stories is lacking in their team

Contributors

Barbara Ann Jaszewski, vice president, global pricing & market access, Lundbeck A/S.

Katrien De Groote, founder, INNOSENS bvba. D

Adam Plich, head of market access Europe at Teva Pharmaceuticals Europe.

James A Bianco, MD, president & CEO at CTI Biopharma, Inc.

Ashok Jha, European HEOR leader at a European pharma company.

Kalipso Chalkidou, founding director of NICE's international programme.

Rob Johnson, managing partner at Alacrita, a pharmaceutical, biotechnology and life science consultancy.

Matt Storer, partner at Windrose Consulting Group, a healthcare consultancy.

Robert Nauman, principal, BioPharma Advisors, a biopharma, medical device and healthcare consultancy.

Leela Barham, independent health economist and policy expert.

David Stern, chief commercial officer at Celmatix, a personalized medicine company focused on genetic diagnostics for fertility.

About FirstWord

FirstWord is an innovative industry intelligence leader serving over 240,000 Pharma and MedTech professionals worldwide. FirstWord offers a range of products and services designed to help your company gain a competitive edge by making key business decisions with speed and confidence.

FirstWord Pharma PLUS is a personalised and comprehensive intelligence service delivering up-to-the-minute pharma news, insight, analysis and expert views of importance to your company's success.

FirstWord Reports deliver timely, need-to-know intelligence about your products, your competitors and your markets. Covering biosimilars, market access, medical affairs, sales & marketing, technology and therapy areas, FirstWord Reports provide expert views and intelligence on the challenges facing pharma today.

Contents

1. EXECUTIVE SUMMARY 1

- 1.1. The market access environment is changing 1
- 1.2. Defining the 'value' of a product 1
- 1.3. Using story to demonstrate value 1
- 1.4. Creating the value story. 2
- 1.5. Communicating value. 2

2. RESEARCH OBJECTIVE AND METHODOLOGY 3

3. INTRODUCTION 5

- 3.1. Defining market access 5
- 3.2. The impact of pricing. 6
- 3.3. Value and time to market. 8

4. THE MARKET ACCESS ENVIRONMENT IS CHANGING 10

- 4.1. Healthcare budgets are under pressure. 10
- 4.2. The value story balances benefits, risks and costs 11
- 4.3. The market access environments differs across Europe and the US. 12
- 4.4. Pricing and value is the main barrier to getting drugs onto reimbursement lists 13
- 4.5. Who are the key decision-makers? 15
- 4.6. HTAs have increasingly important roles in market access 20

5. DEFINING THE 'VALUE' OF A PRODUCT 22

- 5.1. Defining the value 22
- 5.2. Value definition and perception is variable. 23
- 5.3. Showing the value is important in market access 25

6. USING STORY TO DEMONSTRATE VALUE 27

- 6.1. The value story demonstrates the value of the drug over the price 27
- 6.2. Focusing on the patient benefits. 28
- 6.3. The quality of the story and the evidence is important 29
- 6.4. Different perspectives of value: Company, patient and payer 31

7. CREATING THE VALUE STORY 33

- 7.1. The aim of the value story 33
- 7.2. The teams involved 34
- 7.3. When to begin considering value 35
- 7.4. At what stage does a value story start to take shape?37
- 7.5. The shape of the value story40
- 7.6. Finding value post-approval 45
- 7.7. payers look for in a value story.49
- 7.8. Tailoring the value story to the audience.51
- 7.9. Working with the payers53

8. COMMUNICATING VALUE.56

- 8.1. Picking the time: Sharing product value information.56
- 8.2. Who in the organisation is responsible for delivering the story?57
- 8.3. Channels for effective communications58
- 8.4. Measuring the effectiveness of value messages 59

9. WHAT'S NEXT FOR VALUE ACCESS STORIES? 60

- 9.1. Including real world evidence.60
- 9.2. Improving the cost-effectiveness of drug development 60
- 9.3. Merging the different notions of value 60
- 9.4. Improving communication 61
- 9.5. Sharing costs with social care 61

10. KEY TAKEAWAYS: THE CHALLENGES AND SOLUTIONS 62

- 10.1. Understanding why the value story is important.62
- 10.2Knowing the key decision-makers 62
- 10.3. Shaping the story.62
- 10.4. Making sure that the stories are credible 62
- 10.5. Having the right evidence 62
- 10.6. Ensuring that payers take the long-term view.63
- 10.7. Bringing in the experts63
- 10.8Communicating the story.63

I would like to order

Product name: Market Access Value Stories: Developing effective messages and communications with payers

Product link: <https://marketpublishers.com/r/M7887409A99EN.html>

Price: US\$ 595.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M7887409A99EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

