

Market Access: Communicating Value Stories to Payers

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Abstracts

Throughout the EU, reimbursement decisions are increasingly decentralised, making the process of gaining market access more complex than ever.

The ability to communicate a value story that resonates with local payers and influencers is critical to secure a prime formulary position.

Affiliates possess invaluable knowledge of local payer ecosystems, but the challenge of balancing a consistent brand message with unique regional needs can lead to tension between central HQ and the affiliate organisations.

What strategies are emerging to tackle these challenges? *Market Access: Communicating Value Stories to Payers* shares up-to-the-minute insights and case studies from companies who are finding their way through this new environment.

Report Overview

Market Access: Communicating Value Stories to Payers provides unique, practical insights into how companies can engage payers on a local level, with the goal of gaining a foothold in increasingly fragmented reimbursement systems.

No stone is left unturned, as the research reveals what motivates payers, discusses organisational approaches to unify companies' global and local payer engagement strategies, and reviews the latest tools and technologies to help with payer management.

The report draws on the perspectives of three companies: Lundbeck—with lessons on

the importance of good coordination of activities between the centre and those at country level, Astellas Europe—with clear thinking on issues surrounding support for the affiliates, and Bayer Germany—with experience on payer engagement in the German market. As an added bonus, a detailed look at the German and UK markets sheds light on how payers are being engaged in two very different, evolving healthcare systems.

Key Report Features

Up-to-the-minute snapshot of the current environment

Predictions for future trends and challenges

Insights into local and national payer motivations and priorities

Organisational issues involved in local delivery of global content

Structural approaches to managing payer relationships

New methods for infiltrating payer ecosystems

Preparing the market

Local mapping strategies

Digital channels

Convenient at-a-glance guide: measures to encourage rational use of medicines throughout EU

Recommendations for the way forward

Who Would Benefit From This Report?

This report will be of value to senior pharma directors and managers with responsibilities in the following areas:

Market access

Marketing, brand and sales management

Medical Affairs

CRM and relationship marketing

Pricing and reimbursement

This report will also benefit managed care professionals, pharmacy benefit managers, state and national legislators, health policy researchers and pharmaceutical consultancies.

Expert Views Include

Dr Tobias Gantner, head of Market Access, Bayer Germany

Janice Haigh, head of Market Access, Astellas Europe

Thomas Klee, global director, Corporate Payer and Market Access, Lundbeck

Beverly Barr, board director, Zaicom International

Larry Cohen, president, Heartbeat Experts

Matt Storer, senior consultant, PriceSpective

Key Quotes

“Affiliates ... have to understand not only every detail of the reimbursement system but also what it feels like when you work in a hospital and have to try to balance funding for different areas.” – Janice Haigh, Head of Market Access, Astellas Europe

“We are no longer just talking about influencing physicians. Clinical experts, pharmacists and patient organisations can all influence budgets and the decision about what gets put on formularies and the circumstances in which those drugs can be used.” – Beverly Barr, board director, Zaicom International

“Whatever the structure, the most important thing is that activities are closely coordinated and that everything is aligned. We take that very seriously.” – Thomas Klee, global director, Corporate Payer and Market Access, Lundbeck

Key Questions Answered

What information do payers want?

How is pharma using MSLs to deal with financial decision-makers?

How tight should a company HQ’s reins be on affiliates?

How can account managers and payers be organised to optimise resources and strengthen relationships?

What can we learn about payer management from KOL management?

In what ways are companies organising themselves to improve payer communications and clarify roles between central and affiliate teams?

Key Benefits

Understand why payers are becoming more powerful

Gain an understanding of country-specific issues among EU members, focusing on how governments and insurance companies are prioritising cost-savings and clinical effectiveness

Learn from recent, real experiences at three leading pharmaceutical companies

Review different approaches to the relationships between companies’ global, regional, and local teams

Receive practical advice on leveraging local payer relationships to prepare a market

Learn what questions to ask to get a deep understanding of the local context

Contents

EXECUTIVE SUMMARY

RISE IN PAYER POWER

Decentralisation of budget control

Things can only get worse

ADOPTING A DIFFERENT MINDSET

More complex environment

Thinking like a payer

An integrated part of the healthcare system

What payers want

Local payer priorities

GLOBAL CONTENT DELIVERED LOCALLY

Organisational issues

How tight the reins?

Structural approaches

Regional and global priorities

Aligning the messages

Preparing the market

Asking the right questions

INFILTRATING PAYER ECOSYSTEMS

Follow the money

Payer management

More than identifying payers

Strong franchises leading the way

Local mapping strategies

Digital channels

CASE STUDY: PAYER ENGAGEMENT IN GERMANY

A well-defined system

Growing power of the Krankenkassen

CASE STUDY: A MARKET IN FLUX

Local insight

Formulary standardisation

THE WAY FORWARD

ACKNOWLEDGEMENTS

APPENDIX 1: MEASURES TO ENCOURAGE RATIONAL USE OF MEDICINES THROUGHOUT EU

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