

Patient Assistance Programs: Payer and Pharma Perspectives

<https://marketpublishers.com/r/P1324806695EN.html>

Date: October 2014

Pages: 0

Price: US\$ 595.00 (Single User License)

ID: P1324806695EN

Abstracts

Patient assistance programs (PAPs) are evolving in response to increasingly restrictive formularies and payer criticism. Patient Assistance Programs: Payer and Pharma Perspectives is a report that gives unique insight into payer attitudes and opinions on the future of PAPs.

As the numbers grow for Americans without private health insurance, the answer for many has been patient assistant programs. But as the pharmaceutical industry moved towards co-pay and coupon models, payers have been increasingly resistant and critical of the new PAP schemes.

FirstWord's Patient Assistance Programs: Payer and Pharma Perspectives report offers an insightful and thorough examination of the current PAP environment, evaluating payer moods, attitudes and strategies.

Based on in-depth interviews with national payers and pharmaceutical industry experts, the report is an important tool for finding the optimal strategy and approach to the development and implementation of PAPs.

Key Takeaways

Gain insight into payer attitudes and strategies regarding the true cost of PAPs to the healthcare system

Learn which factors influence payer decision making when it comes to supporting PAPs and how that can be leveraged

Discover when pharma should engage with payers in the development and implementation of PAPS

Learn payer attitudes on a range of key issues, including the value of measuring PAP impact on patient adherence and health outcomes

Gain insight into how payers and industry experts predict PAPs will change in the future

Get Answers to Critical Questions

What factors would positively influence payer attitudes towards PAPs?

As formularies become more restrictive, what does the future hold for PAPs?

What do payers predict will happen with regards regulating PAPs?

What are the key drivers of distrust among payers over PAPs and how can this be reversed?

What can be done to increase data capture to improve quality of care?

What is the industry view of PAPs, and how does this compare with the views of payers?

Key Features

Insight into payer criticisms and opinions on issues such as PAPs as 'backdoor' route to market access, ensuring product uptake and a mechanism for maintaining high prices

Overview of different types of patient assistant programs across the US

Examination of the key drivers in PAP development and implementation

Key findings into the role of PAPs as essential mechanisms in maintaining competitiveness

Recommendations by payers to increase flexible and ongoing interaction with pharmaceutical companies

Expert Contributors

Pharmacy director, government health plan

Pharmacy director, national health insurer

Executive Vice President of a national Pharmacy Benefits Manager (PBM)

Chief Medical Officer, Managed Care Organisation

Health plan medical director

Medical director at global level for a major pharmaceutical company

Health Outcomes director at a US affiliate for a top pharmaceutical company

Key Quotes from Contributors

“Years ago, patient assistance program means programs that help out patients who were below a certain level on the poverty line, because they couldn't afford their medications. Now patient assistance program means I don't care what tier my drug is on, I'm going to give somebody a co-pay card so they can get my drug irrespective of how the payer is handling those drugs.” Pharmacy Director, government health plan

“My goal if somebody needs an oral oncology drug is not to have them take \$2,500 out of their bank accounts for them to get the drug. My argument with the manufacturer would be don't charge \$100,000 for the drug and stop giving away \$2,500 coupons.” Chief Medical Officer

“It doesn't make me feel anything if they don't show a willingness to change the programme and work with me on something. If they just want to keep running the programme and ramming it down my throat, I feel pretty bad about that. If

they want to work and look at a collaborative approach, it makes me feel a lot better.” Executive Vice President PBM

“I think that these kinds of assistance programs, from the company's perspective, they realise are critical in terms of maintaining trust with the regulators and maintaining trust for the patient. They know that there has to be a fine balance between making sure people get access to the drugs, especially in countries which contributed the development of the drug.” Global Medical Director, major pharmaceutical company.

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8. CONTRIBUTORS

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