

Pharma and Payers – Building Better Relationships

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Abstracts

Changes in the healthcare landscape have put payers (public and private) under mounting pressure to reduce the cost of care, and given them much greater influence over market access to new medicines.

In this new environment, regulatory approval of new drugs no longer guarantees favourable pricing and formulary placement. Instead, payers focus increasingly on value to determine pricing and access.

Drug developers need to understand the value review process, and adapt their organisation to engaging payers early in the journey. More profoundly, pharma companies must find ways to evolve their current transactional, and even adversarial, relationships with payers to more collaborative ones. After all, Pharma and payers share the same ultimate goals – to lower costs and improve care.

This new report helps Pharma and payers build a “win-win” relationship; by understanding each other’s needs, and by exploring new opportunities for collaboration.

Report Overview

This extensive report includes a wealth of information and tools that empower Pharma and payers to work together more effectively, with the ultimate goal of offering patients access to life-saving drugs, biologics, and vaccines.

After painting a detailed picture of the current environment (including explaining regional payer systems, and key factors driving change), the report offers a fascinating exploration of “what payers want”. You’ll learn about the primary ways in which payers are measuring outcomes (e.g., QALY, CER, pragmatic clinical trials), and discover best

practices in resource allocation, organisation, communication, and accountability.

The report includes real case studies of successful pharma-payer partnerships (such as risk-sharing agreements, clinical outcomes studies), and draws on expert opinions and advice from more than a dozen of the world's foremost thought leaders and executives in this space.

Key Report Features

Detailed insights into what payers want from Pharma (and vice versa)

Recent case studies of collaborations between major pharma companies and payers

Practical advice on meeting payers' needs and tackling potential problems

Review of the growing influence of patients/consumers

Description of different types of payers

Guide to the payer frameworks in key markets (US, UK, and the leading European pharma markets: Germany, France)

Key Benefits

Learn from successful collaborations between payers and Pharma

Understand what payers expect and want from Pharma

Improve Pharma-payer communications

Optimise your organisational structure to meet payer needs

Be aware of potential pitfalls

Generate successful drug pricing and formulary placement discussions

Be ready for future developments

Expert Views Include:

Steve Phillips, director, Health Policy and Reimbursement, Johnson and Johnson — government health policy leader and advisor to all J&J operating companies

Tehseen Salimi, vice president, Customer Medical Synergies, Sanofi-Aventis — payer interaction leader, scheduled to speak at Evidence Based Reimbursement Summit 2012

Dr. Marcus Wilson, vice president, WellPoint, HealthCore Inc — pioneer in real-world outcomes research

Terri Bernacchi, managed care pharmacist/consultant, engaged with several US health plans and IMS Health Managed Market Services — expert and author on payer engagement

Michael Hurwich, president, Strategic Pricing Management Group — one of the world's foremost pricing, revenue & strategy management consultants

Cyndy Nayer, president and founder, Center of Health Value Innovation (CHVI) — thought leader on value-based benefit design

And many more renowned thought leaders and senior industry executives.

Key Quotes

“It is no longer simply about drug cost but total cost of care to demonstrate a product's value. Pharma is beginning to understand that.” Dr. Marcus Wilson, vice president, WellPoint, HealthCore Inc

“If drugmakers haven't got the relevant health economic data together to support the price of a new drug then it's never going to float.” Michael Morgan-Curran, director, mHealth Diabetes, GSMA; director/owner, MM-C Innovative Solutions

“Each payer is different and to create and maintain long term mutually beneficial relationships, pharmaceutical companies must understand a payer’s environment, the way they work, their needs and drivers.” Elliot Rosen, managing director, Accession Healthcare Consultancy

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