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Pulling the Data Puzzle Together: Being Payer-Centric

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Abstracts

Mapping data with payer needs. How to solve the data puzzle.

Everyone is talking about data. What's being collected; how robust is it; what does it prove; who should be told? From the all-important payer perspective, the 'data puzzle' is a complex one to solve. Payers want to see data on safety, efficacy, effectiveness, affordability and patient population - but in varying degrees. The disparate payer population is demanding more and better evidence, so what action plan is needed? Find out how drug companies should respond to payer nuances and evolve targeted data strategies that actually succeed.

Report Overview

Pulling the Data Puzzle Together: Being Payer-Centricspecifically looks at the growing importance of data in meeting the evolving needs of payers. Based on interviews with 8 senior market access and payer strategy experts from across the pharma industry, it reveals the datasets of most value, and offers practical guidance for building a payer-centric data strategy.

Report Features

> A breakdown of the 5 most common payer archetypes and their various goals and data needs. Also discover the subtle but important differences between European and North American payer data requirements.
>
> Clarification on the datasets payers are most actively seeking and their significance within the decision-making process. What is the optimum balance of clinical, commercial and patient outcomes data?

Insight into building a case for RWD applications including data components and targeted objectives for payer engagement.

Expert views on how pharma should pull the data puzzle together including the key people and roles required, core data infrastructure requirements and the ideal company culture.

Exploration of the relationship between payer-centricity and patient-centricity. Are these interdependent or mutually exclusive?

Key Benefits

A joined-up plan: Understand how to better integrate payer needs into the drug commercialisation process and market access strategy.

Improved market access: Use payer archetypes to segment your data strategy and provide a more coherent way forward.

Get ahead of the pack: Engage earlier in the payer communication process with relevant, timely and targeted evidence provision.

Overcome concerns: Meet payer needs more closely and offer reassurance (before they attempt to fill the gaps themselves) with the information that addresses their challenges.

Up your game: Discover best practice for frameworks and payer advisory boards, identify evidence gaps and establish a road map and action plan.

Upskill your team: Understand the company roles, responsibilities and skill sets needed to drive forward a sustainable, payer-centric data strategy.

Why is data the key to payer engagement?

When game-changing drugs are not getting reimbursed, improving market access becomes the most important goal – not just for pharma but ultimately for patients too. Today data sits at the very core of market access and payer market agreements, and pharma must utilise its power more effectively to make a difference. That means

converting data volume into value, improving data quality and relevance for payers, and making a robust case for every drug. Yes, the balance of cost savings and patient outcomes is a delicate one, but when outcomes based agreements are the 'new normal', data is the key to fulfilling promises and achieving long-term success.

Key Questions Answered

How is real world data impacting payer priorities and decision-making?

Do RCTs still have a place – and if so, how does this fit with what payers want to see?

Which economic and health data types are payers most interested in?

What should your payer-centric data strategy look like?

Which data gaps must be filled to reduce payer uncertainty and improve patient access?

How is data shaping and evolving key roles within market access and beyond?

How should clinical, commercial and economic data be put together to resolve the payer data puzzle?

Expert Views

The experts interviewed for this report are responsible for market access, payer strategy and evidence generation in leading pharma and healthcare consulting companies.

Mike Bellis: Partner, PEN CX (Formerly Customer Experience Lead for Pfizer Europe)

Roy Bentley: Independent Consultant, Market Access & Healthcare Strategy %li%Charles Hampsey: Director, Payer Marketing, Daiichi Sankyo

Anders Holmen Møller: Global HEOR Manager, LEO Pharma

Klaas Postema: Senior Director, Market Access & Pricing Generics, Teva

Mete Saylan: Market Access Director, Bayer

Nilhan Uzman: Strategic Payer Evidence Specialist, Roche

Simone Wyss: Head, EUCAN GI Market Access, Takeda

3 Key Quotes

“Some payers are more experienced now in that they can understand models and data provided by pharma. There are more experienced and well-trained payers who are able to discuss the data provided. Some of them have the intention to make their own research to understand the disease condition and potential cost/benefits.” Mete Saylan: Market Access Director, Bayer

“Market Access is expected to become the foundation of the pharmaceutical company in the future and replacing the two concepts – Marketing and Medical – that are driving company growth today.”Nilhan Uzman: Strategic Payer Evidence Specialist, Roche

“We have used archetyping for several years now, and so have other major companies, but never before has it been more applicable.” Anders Holmen Møller: Global HEOR Manager, LEO Pharma

Who Would Benefit from This Report?

Market access teams evolving payer-centric strategies

Brand marketing departments seeking new ways to edge ahead

Senior leadership teams looking at technology and role development

IT teams responsible for data collection, processing and access

Payer liaison specialists seeking to meet all requirements and fill gaps

R&D planning trial conversion into real world data collection points

Health economics and outcomes research (HEOR) professionals needing more

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robust, relevant analysis

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Data’s influence on healthcare authorities

Guaranteeing the quality of data

The data components of evidence

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The expanding number of RWD applications

The data types that payers seek

Health outcomes and drug effectiveness

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Patient-centricity at the heart of payer-centricity

A long-term, holistic approach to value

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