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The Rise of Health Outcome Liaison Teams

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Abstracts

When it comes to market access, the payers hold the cards. However, in recent years, pharma companies in the US and Europe have found that a Health Outcome Liaison resource has helped evolve a transactional, often distrustful, relationship to one that is much more collaborative.

As HOLs become more established, payers are increasingly receptive to sharing data and commissioning research, with a united goal of improving not only clinical outcomes, but also patient outcomes – through quality improvement and measurement.

However, the rise of HOLs has happened so fast that many companies lack a clear understanding of the HOL role. What does an HOL do? What are the key qualifications? How do HOLs relate to MSLs? And where should they be located within the organisation?

FirstWord's new HOL report is designed to help pharma companies answer these critical questions.

REPORT OVERVIEW

The Rise of Health Outcome Liaison Teams

At last – a practical guide to building your Health Outcome Liaison team and developing an effective HOL strategy.

This comprehensive report explains what is driving the rise of HOLs globally, and provides detailed accounts of how major pharma companies are interpreting the evolving HOL role.

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The report draws on exclusive insights from experts who are truly in the trenches of HOL management, both in-house and outsourced. Through their experiences and expertise, you'll learn best practices for recruiting and retaining HOL talent, effective Health Outcomes Data usage, and ultimately building mutually beneficial relationships with payers.

For a complete understanding of how HOLs can strengthen your organisation, don't miss this essential report.

Key Report Features

Insights from experts dealing with HOL teams and issues at ground level, in the US and Europe

Study of the market drivers for HOL teams, now and in the future

Definitions, qualifications, and functions of Health Outcome Liaisons

Management and organisation of HOL teams: budgeting, reporting lines, career paths, etc.

Detailed examination of Health Outcome Data trends and best practices

Exploration of potential HOL compliance issues, and how to avoid them

Key Questions Answered

Should we have an HOL team, and if so, should it be in-house or outsourced?

What qualifications and personal qualities should I look for in an HOL?

How do HOLs fit into our broader market strategy?

Who should the HOL team report to?

What are the current demands for outcomes data and best practices for meeting those needs?

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How can we use our HOL team more effectively?

How can I ensure that overlaps between HOL and other market-access functions, especially MSLs, don’t lead to ambiguity or compliance issues?

At what point in the product lifecycle should the HOL team get involved?

How can I attract and retain optimal HOL personnel?

Key Benefits

Learn about the drivers of demand for Health Economics and Outcomes Research (HEOR) data and why HOL teams are being set up in the US and Europe

Know what kinds of data are needed by payers and health technology assessment bodies to substantiate product value and help achieve better health outcomes at a manageable cost

Understand how data needs to be tailored to in-market conditions, product/therapeutic category specifics (including competition), and varying demand between countries, regions, customers, and local health economies

Discover ways that HOL teams can work in partnership with payers/HTA bodies to mutual benefit

Find out what skills and qualifications make up an effective HOL team, and how these qualities can be nurtured for the long term

Be aware of potential compliance issues around HOL teams if their identity and functions are not properly delineated within a wider market-access framework

Key Quotes

'Everyone has to find ways to improve outcomes, focusing on quality improvement, quality measurement …. As long as you can brief them with that information – not just with products but health policy, the business – they are open to see you a bit more.'

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Chad Patel, senior field manager, health economics and outcomes research, Astellas Pharma US

'There are still people in pharma companies who think their customer is the doctor and all this other stuff is here to solve a problem they have with reaching doctors. In my mind, all these people out there working in teams to organize care for the local population, they are all our customers, and it’s the job of any company to understand the customer.' Janice Haigh, practice leader, market access Europe, Quintiles

'If you’ve got an experienced team, they know how to build the relationships. You can start earlier and have a strong level of transfer into those relationships if you’re not rolling the temporary people into full-time people.' Dr. Robin Winter-Sperry, president and chief executive officer, Scientific Advantage

Who Should Read This Report?

HOL team leaders

Market access directors

Sales and marketing directors

Executive-level pharmaceutical management

Health technology assessors, payers, and budget holders

Expert Views Include:

Tim Birner, senior director, Health Outcomes and Pharmacoeconomics, Endo Pharmaceuticals

Joechen Fleischman, head of market access, Janssen, Germany

Janice Haigh, practice leader, Market Access Europe, Quintiles

Chad Patel, senior field manager, Health Economics and Outcomes Research, Astellas Pharma, US

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Gareth Williams, director, UK Market Access, Quintiles

Robin Winter-Sperry, MD, president and chief executive officer, Scientific Advantage

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