

Value Added Services in Cardiometabolic Diseases -- Payer views

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Abstracts

Pharma's Value-Added Services (VAS) in cardiometabolic disease are not universally appreciated – why? Too often, useful programmes to monitor, educate and support patients are quietly dropped post launch. No wonder there is a widespread cynical view among payers that many 'beyond the pill' support services are little more than a marketing ploy. How can Pharma get back on track and deliver sustained VAS that innovatively support long-term cardiometabolic disease patients, change behaviour and build trust with payers? Value-added Services in Cardiometabolic Diseases meets head-on the current criticism of many VAS initiatives, and through the hard-hitting insights of senior US and EU payers, clearly identifies the key VAS design, development and areas for improvement that industry needs to address.

Answering key questions:

Reasons to buy this report

VAS have become a standard feature of pharma's outreach and companies can point to a raft of monitoring, education and health support services that have made a real impact. So why are payers sceptical and how is that impacting pharma's prospects? Short lived VAS are not building trust with payers or fully meeting the long-term needs of patients – especially in chronic conditions such as diabetes. It can be better. In this report experienced US and EU payers identify what good, on-target VAS look like, how working with payers can lead to better VAS solutions and how sharing outcomes data can help prove product value to a company's commercial benefit.

This report will enable you to:

Plan VAS into the product lifecycle to support patients with chronic cardiometabolic diseases

Leverage real world VAS outcomes data to support value claims with payers

Work collaboratively with payers to design innovative VAS programmes

Learn why working with trusted independent 3rd parties to deliver VAS will gain payer approval

Innovate to address non-adherence in a patient-centric way

Understand how US and EU5 payers' views of VAS vary and nuance your programmes to meet local conditions

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