

Value Communications with US Payers: the Value of Storytelling

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BACKGROUND

Many Health Outcomes, Medical Affairs, and Value & Access researchers struggle to balance scientific rigor with simplifying data into accessible narratives for healthcare decision making. As a result, core research often goes underutilized by healthcare decision makers

Storytelling is a powerful tool to ensure key value messages reach and resonate with payers in a time-constrained environment

The “wow factor” of storytelling across the ages lies in its universal impact and adaptability. It is remarkable how a single narrative technique has consistently shaped civilizations, swayed emotions, and transmitted crucial information from ancient campfires to today’s boardrooms, transcending time, culture, and medium. Storytelling is an art and a skill that can be learned and mastered and is especially important for communicating data driven research

Storytelling can help researchers unlock the power of their data by transforming complex evidence into compelling narratives that resonate with healthcare decision makers and other internal and external stakeholders. A thoughtful story can turn your data into a powerful tool for advocating for change, influencing policies, or shifting perspectives within organizations or across health systems

OBJECTIVE

Our research aimed to better understand United States (US)-based healthcare payers’ preferences regarding real-world evidence (RWE) and health economics and outcomes research (HEOR) value communications for medicines

METHODS

Qualitative interviews were conducted with 5 US payers from regional and national commercial health plans about how storytelling can transform complex RWE and HEOR data into actionable insights

Interviewees were asked about the effectiveness of current value communications, the most effective way to communicate RWE and HEOR data, and what they cared about most when receiving these data

RESULTS

All payers agreed that storytelling is an effective way to simplify complex RWE and HEOR data and communicate a product’s value proposition

“Effective storytelling is a must”

- Chief Medical Officer, IDN

Payers indicated that oftentimes effective storytelling is missing

Payers emphasized that communications should be:

Believable	Scientifically sound
Preferably peer-reviewed	Tailored to the audience – showing why the information is valuable/relevant to their organization

“The art of data and the art of the story and what makes it interesting or compelling and insightful is KEY. [The story] must be believable and compelling”

- Chief Medical Officer, IDN

CONCLUSION & NEXT STEPS

Payers strongly value good storytelling of complex RWE and HEOR data through concise, targeted messaging that demonstrates a product’s value

They seek compelling, scientifically grounded narratives delivered at optimal times

Five US payers were interviewed, representing a total of

~128 million covered lives

		Lives Covered
1	Medical Director – Large National Plan	55M
2	Pharmacy Director - Large PBM	48M
3	Chief Medical Officer - IDN	5M
4	Medical Director - Large Regional Plan	15M
5	Pharmacy Director - Small Regional Plan	5M



Specially trained medical science liaisons and health outcomes liaisons were preferred as presenters

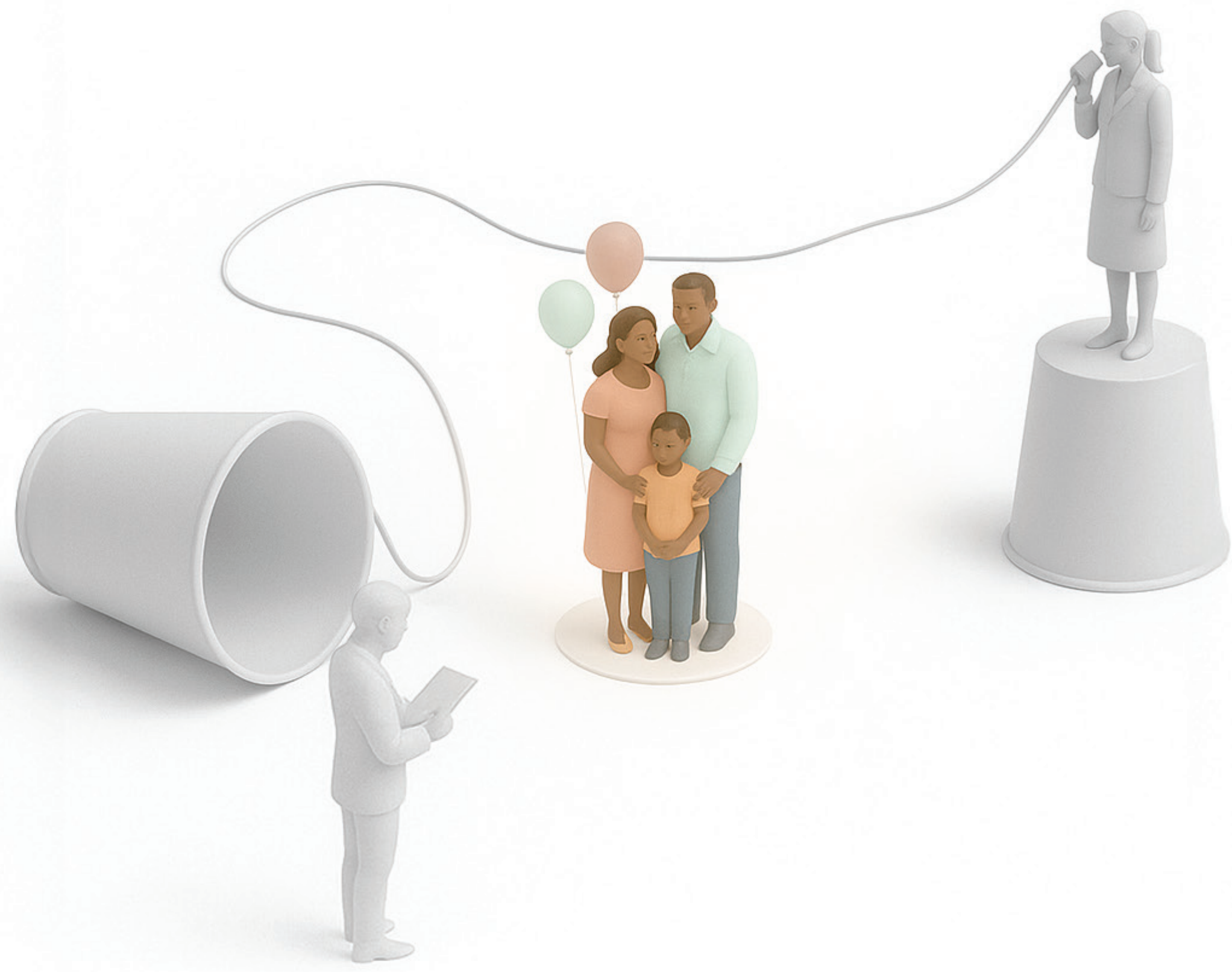
Emphasis was placed on succinct and timely delivery of information



Payers preferred to receive data **18-24 months** pre-launch, or as early as possible when relevant updates are available.

“You have to know your audience, and too many speakers don’t, communication is understanding your audience and understanding what they want to hear”

- Medical Director, Large National Plan



What does good value communication look like to payers?

- 1 Encourages respected collaboration
- 2 Aligns with needs of payer segments
- 3 Fosters essential discussions for product value differentiation
- 4 Delivers timely and pertinent information
- 5 Offers access to credible evidence

ABBREVIATIONS
HEOR, Health economics and outcomes research; IDN, Integrated delivery network; PBM, Pharmacy benefit manager; RWE, Real-world evidence; US, United States

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