

Digital Affinity Survey of Payers in the Healthcare Industry in Türkiye

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Introduction

- ⌘ Innovations needed to improve access to healthcare and medicines are continually being addressed by global health organisations, governments and all other relevant stakeholders, including the pharmaceutical industry¹.
- ⌘ Digitalization could help to maintain or even improve the future quality of care².
- ⌘ The aim of this study is to evaluate the payers' perspectives on digitalization, the reimbursement process, and innovations in the health sector in Türkiye.

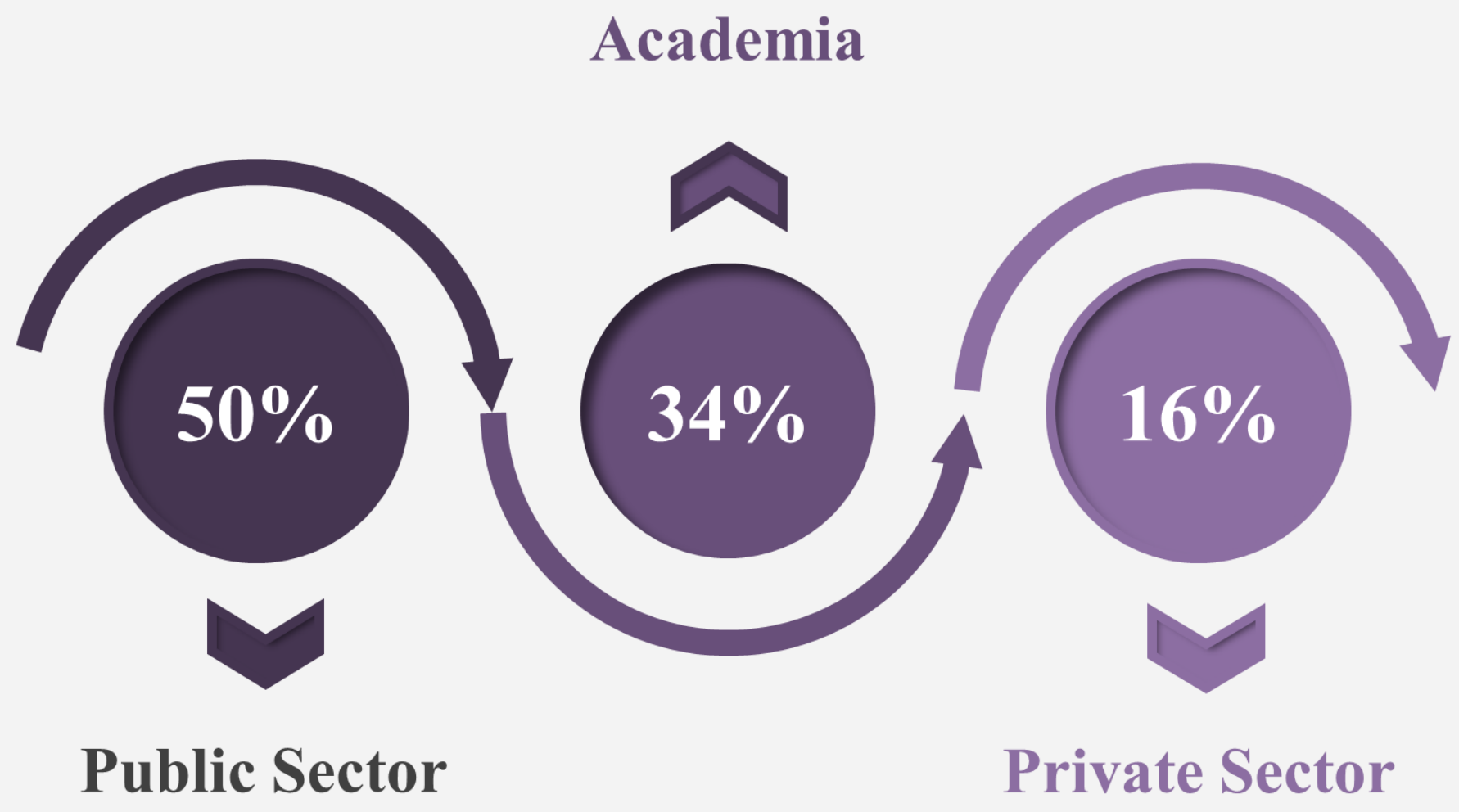
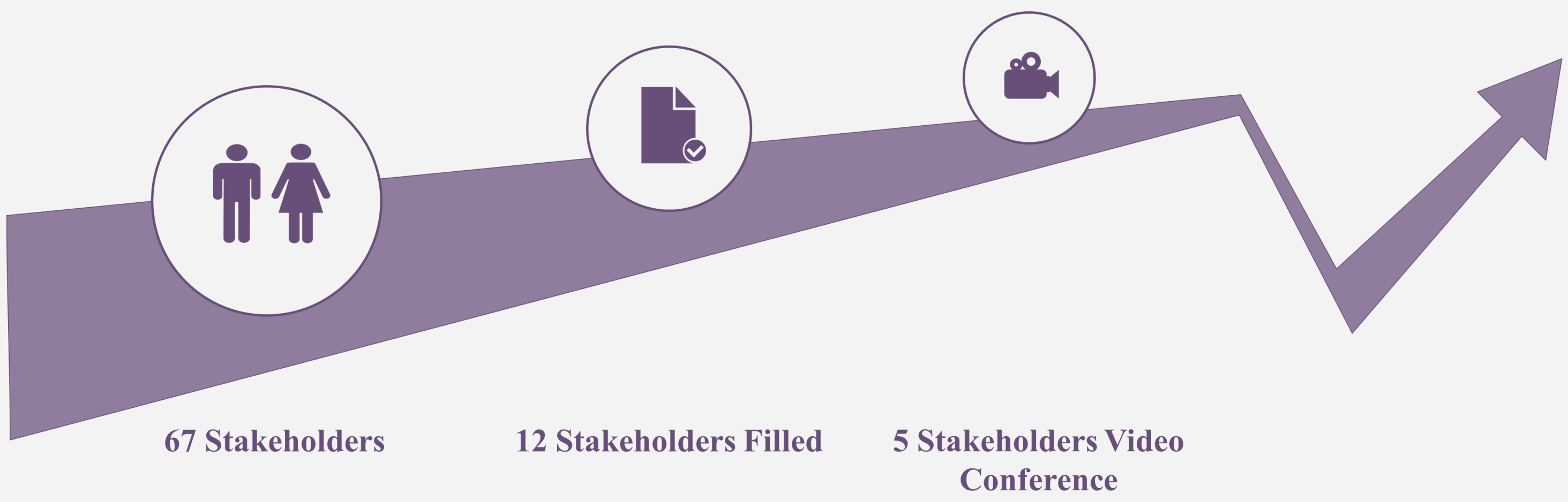
Methods

- ⌘ Within the scope of the study, relevant public institutions, universities, insurance companies and non-governmental organizations were researched and 67 payers from the health sector were determined.
- ⌘ A survey was created on Microsoft Forms to get the opinions of the stakeholders.
- ⌘ The questionnaire was prepared on a 5-point Likert scale and consists of 2 parts (17 questions) titled Persona and Digital Affinity.
- ⌘ The prepared questionnaire was sent to all payers via email.

Results

- ⌘ The questionnaire was filled by 12 payers.
- ⌘ 5 of the 12 stakeholders who filled out the questionnaire were interviewed via video conference for qualitative analysis.
- ⌘ 50% of the participants work in the public, 34% in academia and 16% in the private sector.
- ⌘ All participants support innovative treatments.
- ⌘ 83% of the participants stated that they are open to digital communication.
- ⌘ 50% of the participants stated that the most important output in the reimbursement process is clinical results.
- ⌘ While most of the participants stated that they trusted clinical data created by pharmaceutical companies, they stated that they were neutral towards cost-of-illness studies and cost-effectiveness studies.

Participants



Answers



Conclusions

- ⌘ Digitalization has become a mandatory requirement for all sectors, especially after the corona virus pandemic in 2020.
- ⌘ According to the results of the study, It has been observed that payers support digitalization in the repayment process and think that some regulations are needed in the reimbursement process in Türkiye.
- ⌘ There is a great need for policy adjustments by decision makers on indirect costs in Türkiye.

References

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