

Value Communications With US Payers:

Can Digital Solutions Help Improve Patient Access?

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BACKGROUND

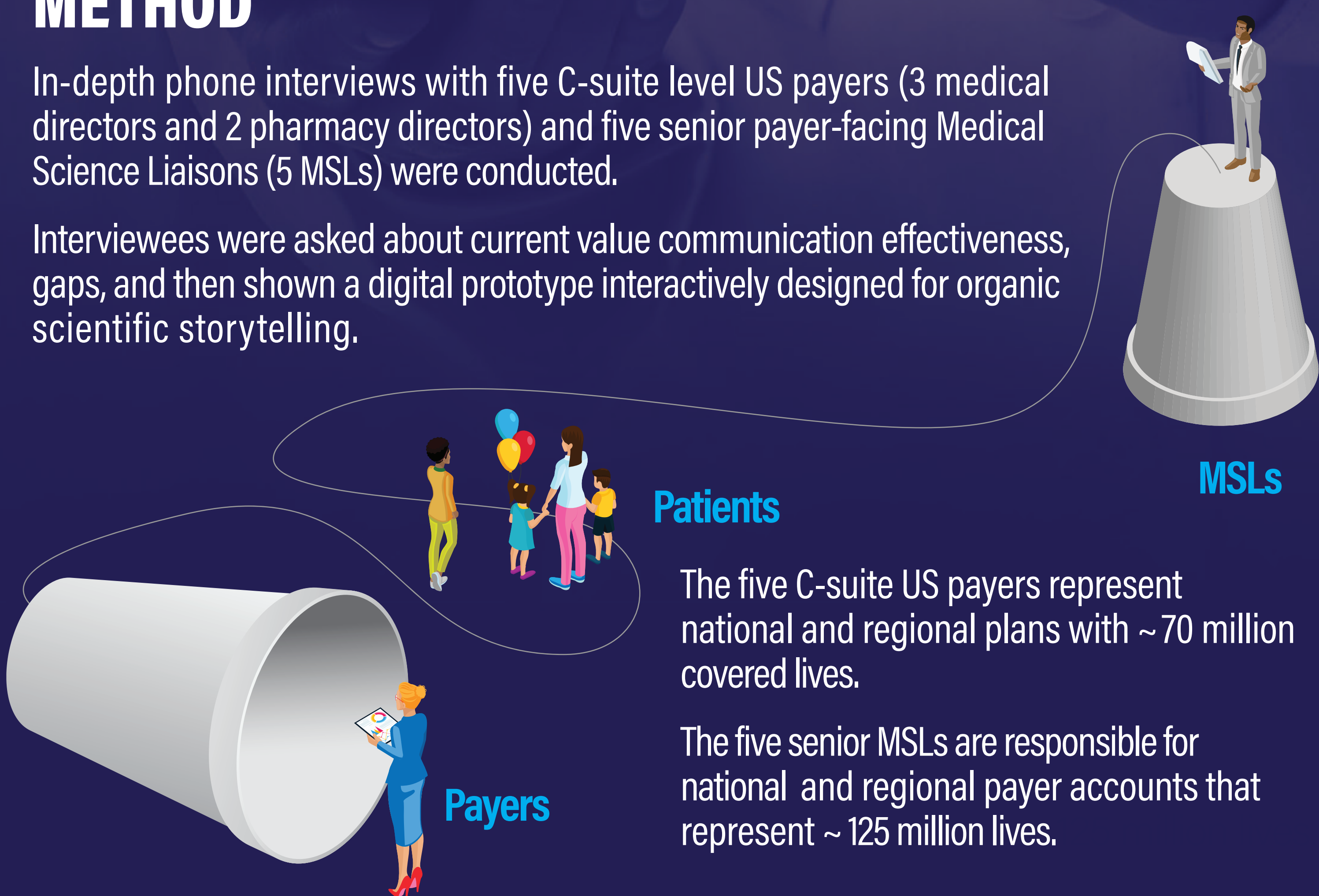
Reimbursement decisions are fragmented and decentralized in the US. The process to gain, maintain, or improve formulary coverage is complex and highly variable. Communication of a product value story that resonates with payer decision makers is critical throughout the product life cycle for pharmaceutical and biotechnology companies.

OBJECTIVE

Payer executives are perpetually short on time creating a need to process product value information quickly. Critical coverage decisions require information that is impactful, concise and resonates with the payers. How can we create a memorable and compelling value story? Would a digital platform enable effective communications? Since the COVID-19 crisis, with Medical Science Liaisons (MSLs) asked to stay home, it is now more important than ever to engage customers virtually!

METHOD

In-depth phone interviews with five C-suite level US payers (3 medical directors and 2 pharmacy directors) and five senior payer-facing Medical Science Liaisons (5 MSLs) were conducted. Interviewees were asked about current value communication effectiveness, gaps, and then shown a digital prototype interactively designed for organic scientific storytelling.



RESULTS

Current state of value communication

► **Payers** preferred to have customized information relevant to the plan in less than 30 minutes. They noted that while some pharmaceutical representatives are very knowledgeable and efficient, it was not a consistent experience.

“Meaningful engagements are described by payers as:

“Know my business and benefit design.”

“Clearly articulate how the product fits in the treatment paradigm.”

“Do a good job providing sufficient product differentiation upfront.”

► **MSLs** engaged value communication to payers at all phases of product lifecycle. Very experienced MSLs usually customized and adapted the conversation rather than relying on the linear flow of a value deck.

“Meaningful engagements are described by MSLs as:

“Find out the need and develop the story.”

“Focus on product differentiation upfront.”

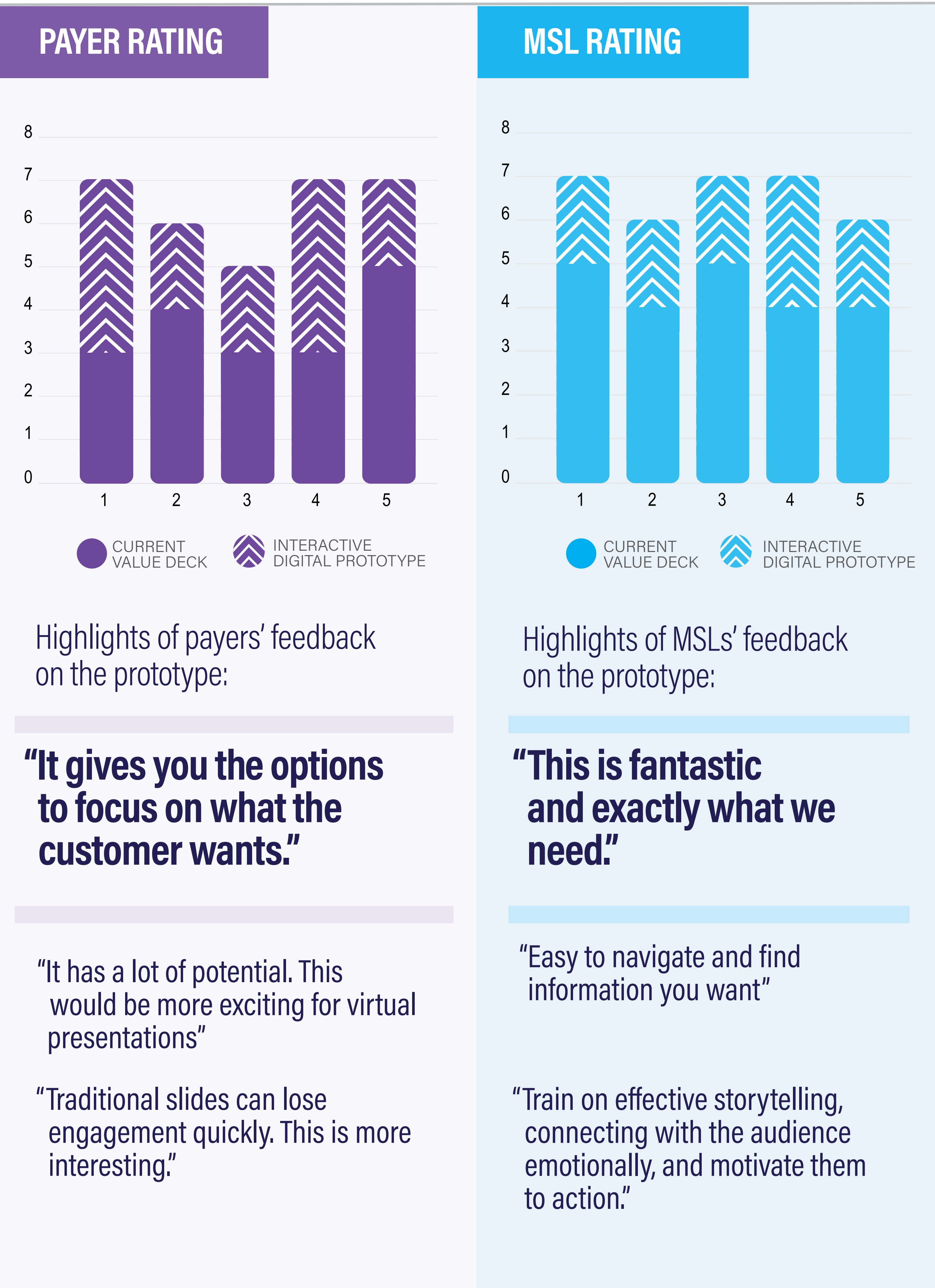
“Customize to the plan and deliver relevant regional perspective.”

Gaps in current value communication

- All payers indicated impatience with value communications that are “*mile-wide and inch-deep*”.
- Payers:**
- preferred not to spend time on disease unless it is rare or orphan disease
 - demanded meaningful conversation on product value differentiation
- **MSLs** highlighted that with limited time to deliver clinical information, navigating through value decks of 30~200 slides while engaging in meaningful conversation can be very challenging.
- **MSL and payer respondents** were asked to rate the usefulness of the current value deck on a 7-point scale, with 1 being the lowest, and 7 being the highest.

New format of value communication

MSLs and payers were presented with a digital prototype interactively designed for organic scientific storytelling with visually compelling illustration. MSL and payer respondents were asked to rate the usefulness after viewing the prototype using the same 7-point scale.



► **Payers and MSLs** indicated that a well-articulated value story was critical to justify formulary position for a product. Overall, payers have slightly lower ratings than the MSLs (average of 3.6 versus 4.4) on the current value communication.

► **All interviewees** embraced the interactive digital format for its streamlined, story-telling capability. The ratings improved across the board for payers and MSLs with the interactive digital prototype (average of 6.4 versus 6.6).

CONCLUSIONS

This research highlights gaps in current value communications. Payers had even greater need than the MSLs to improve current communications. An interactive digital format was well received and stated as a solution that could better enable decision-making.

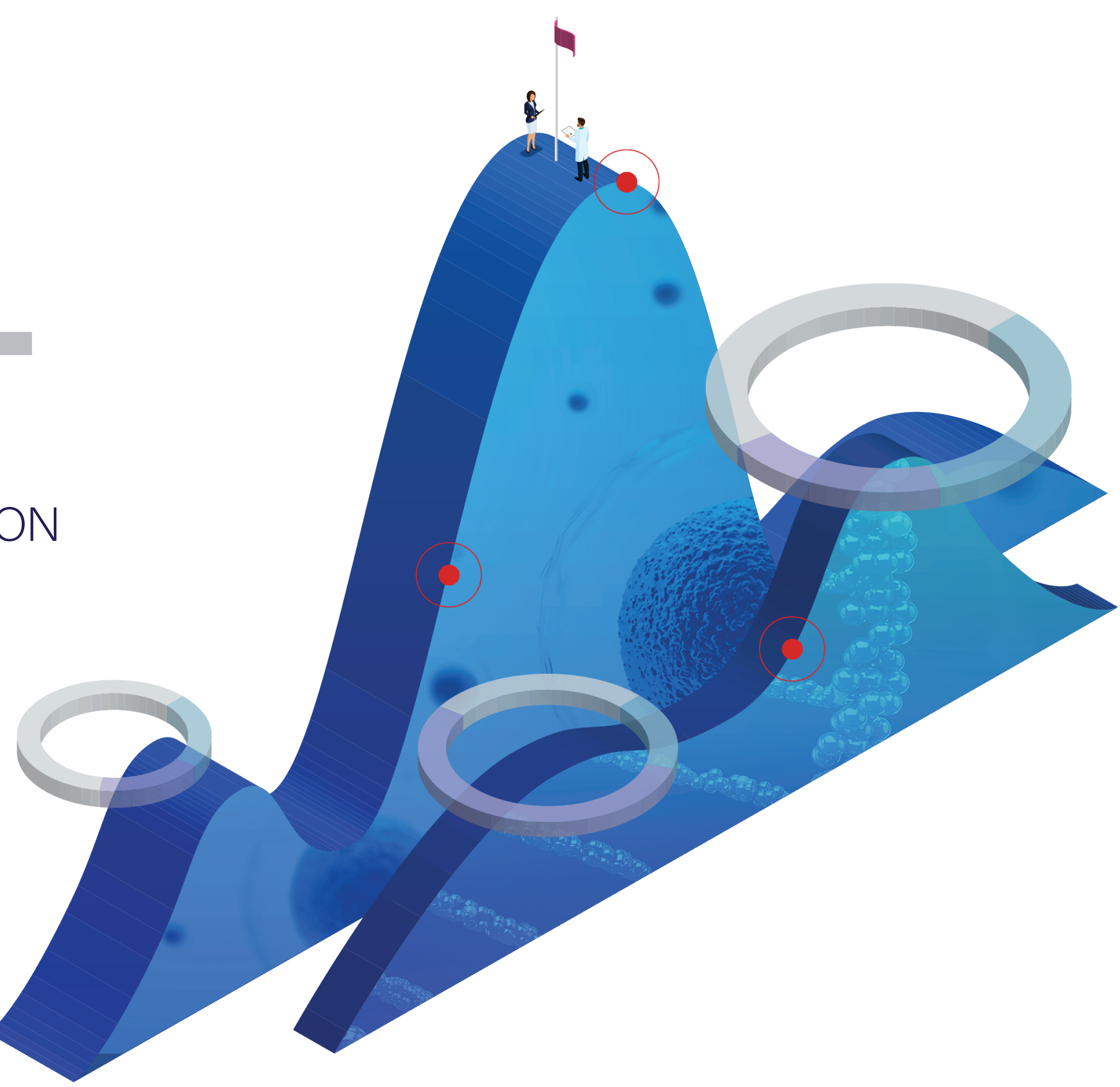
The digital interactive format:

allows the story to pivot to payers’ need

enables critical conversation with product value differentiation upfront

provides easy navigation to credible, competent and reliable evidence

Reach the
SUMMIT
REAL-TIME PAYER COMMUNICATION
IN A DIGITAL WORLD



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