

Study to investigate the adoption of digital media by global payer audiences in their assessment of evidence Sue O'Leary, Jenny Blackham, and Michelle Collins. Prime Global, Knutsford, UK

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Background

- Technology has become an increasingly important part of the healthcare industry.
- The rapid digital adoption driven by COVID-19 has forced payer audiences to adopt digital technology sooner and more quickly than anticipated.



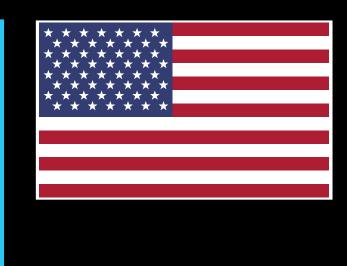
Objectives

 The aim of this study was to evaluate the openness of payer audiences to receiving information via digital media, compared to traditional methods, and their future preferences for receiving communications.



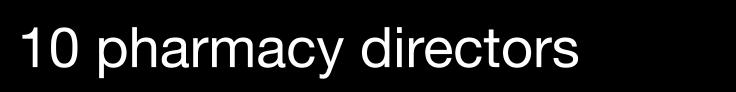
Methods

 Surveys were distributed to 40 payer decision-makers between June–September 2021 across the US and Europe.



US sample:

10 medical directors and



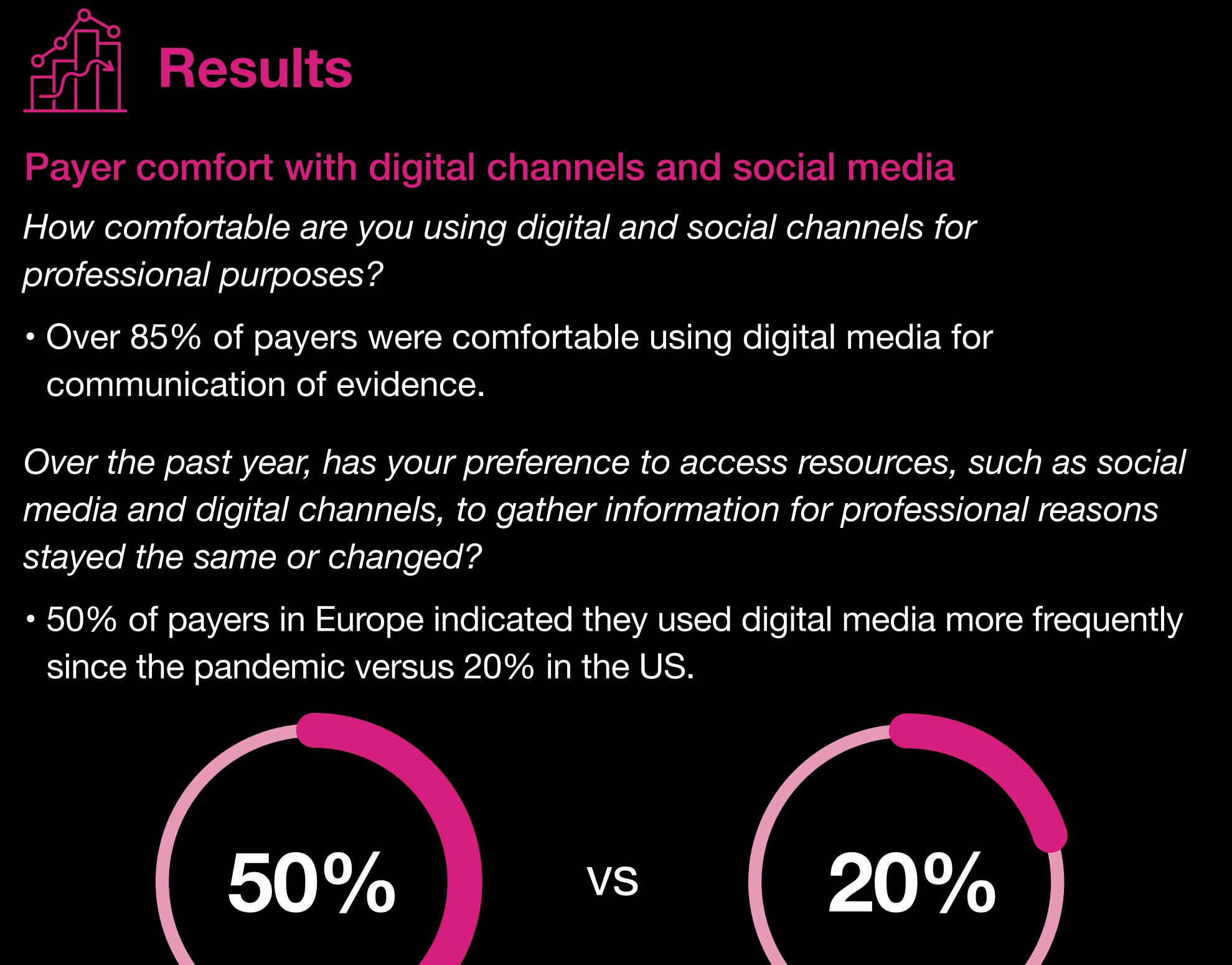




European sample:

20 national, regional, and local payers across Germany, Italy, and the United Kingdom



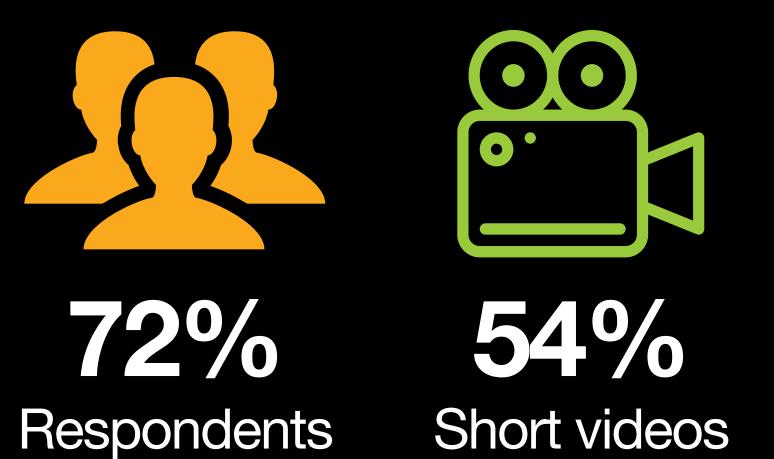


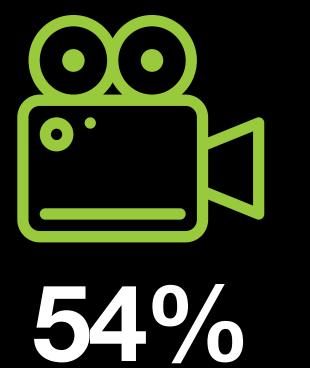
Preferred channels for types of evidence

Europe

Moving into the future, select your top 3 methods of how you would like to receive information from field pharma/biotech relevant to formulary decision making.

 When looking at future channels, traditional publications were regarded as a priority channel (ranked in top 3) for 72% of respondents, followed by short videos (54%) PowerPoint decks (54%), interactive PDFs (44%) and podcasts (28%).







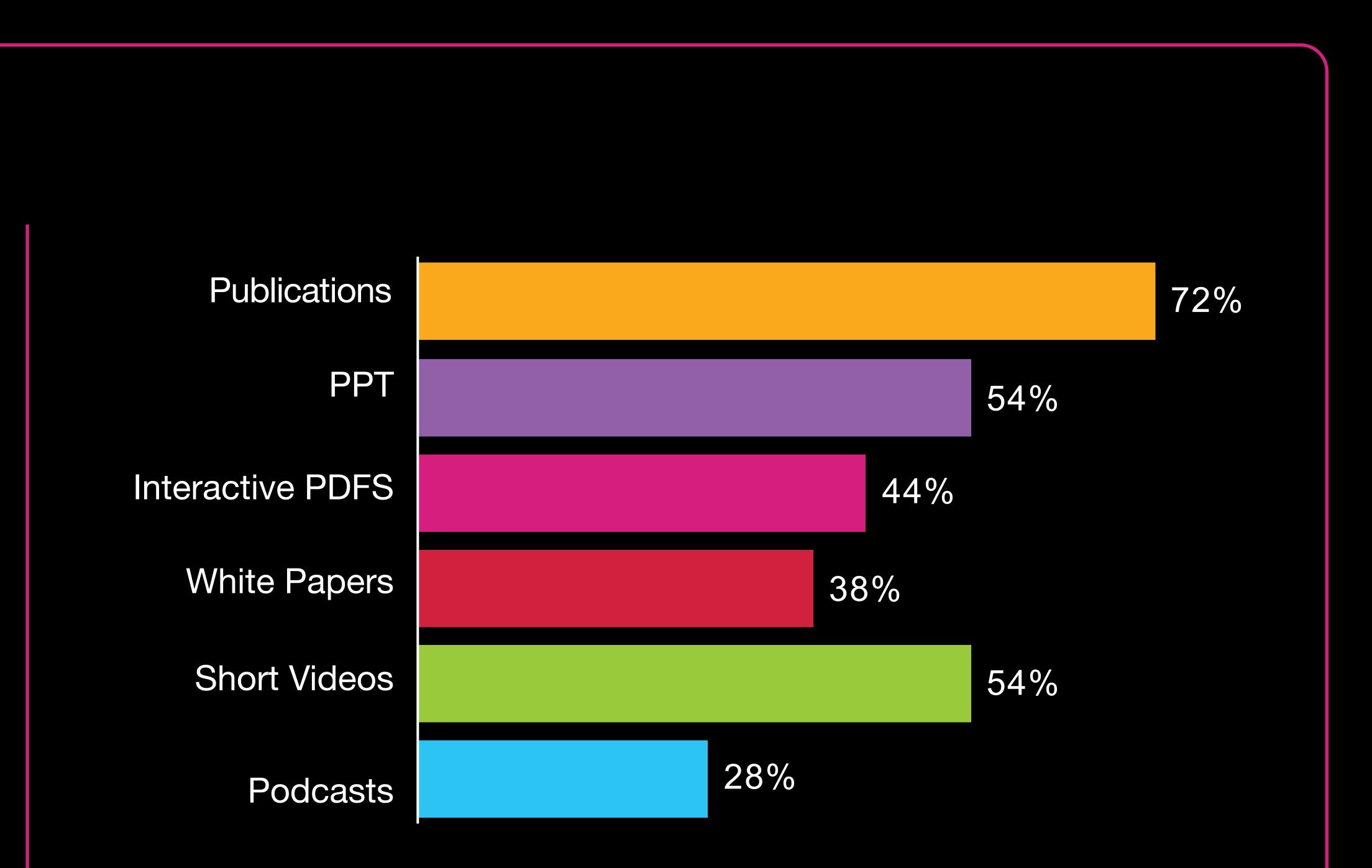
54%



44%



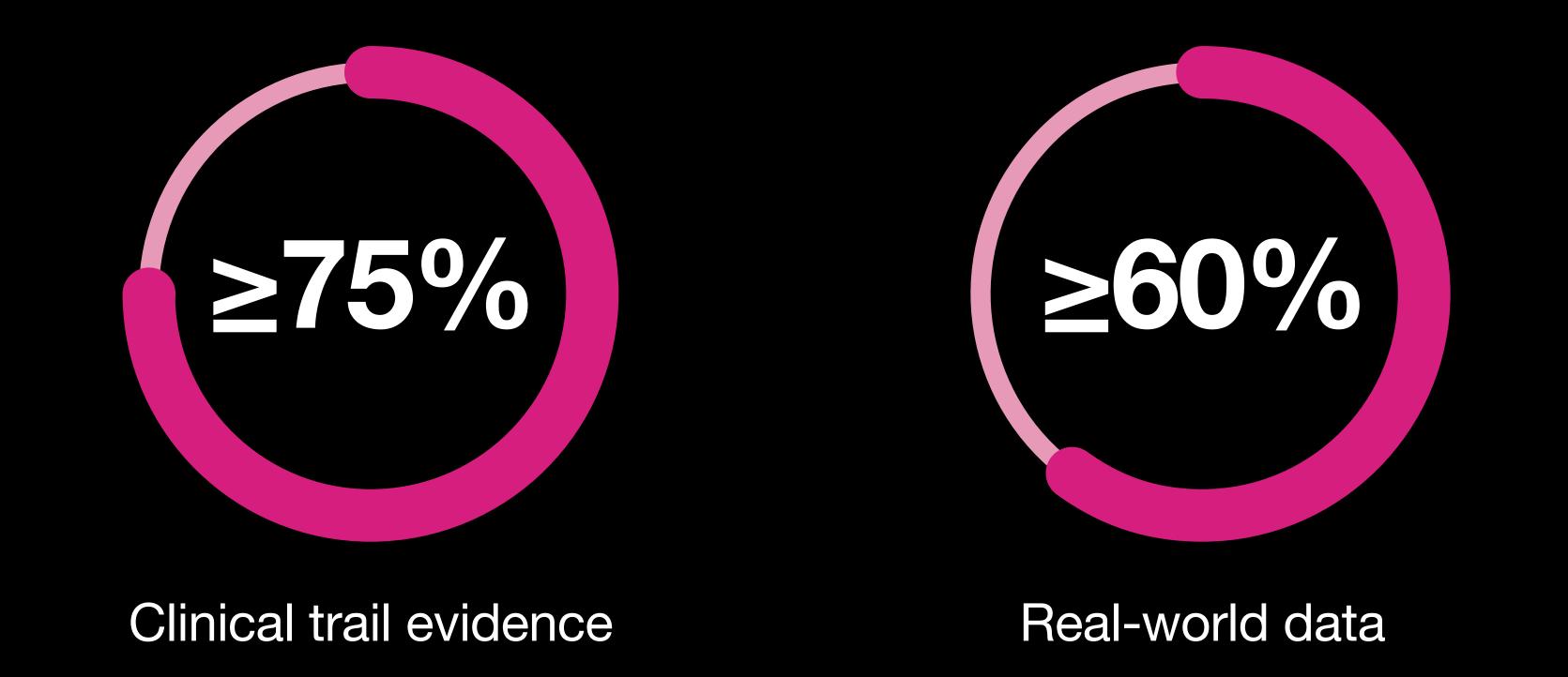
28% PPT decks Interactive PDFs Podcasts



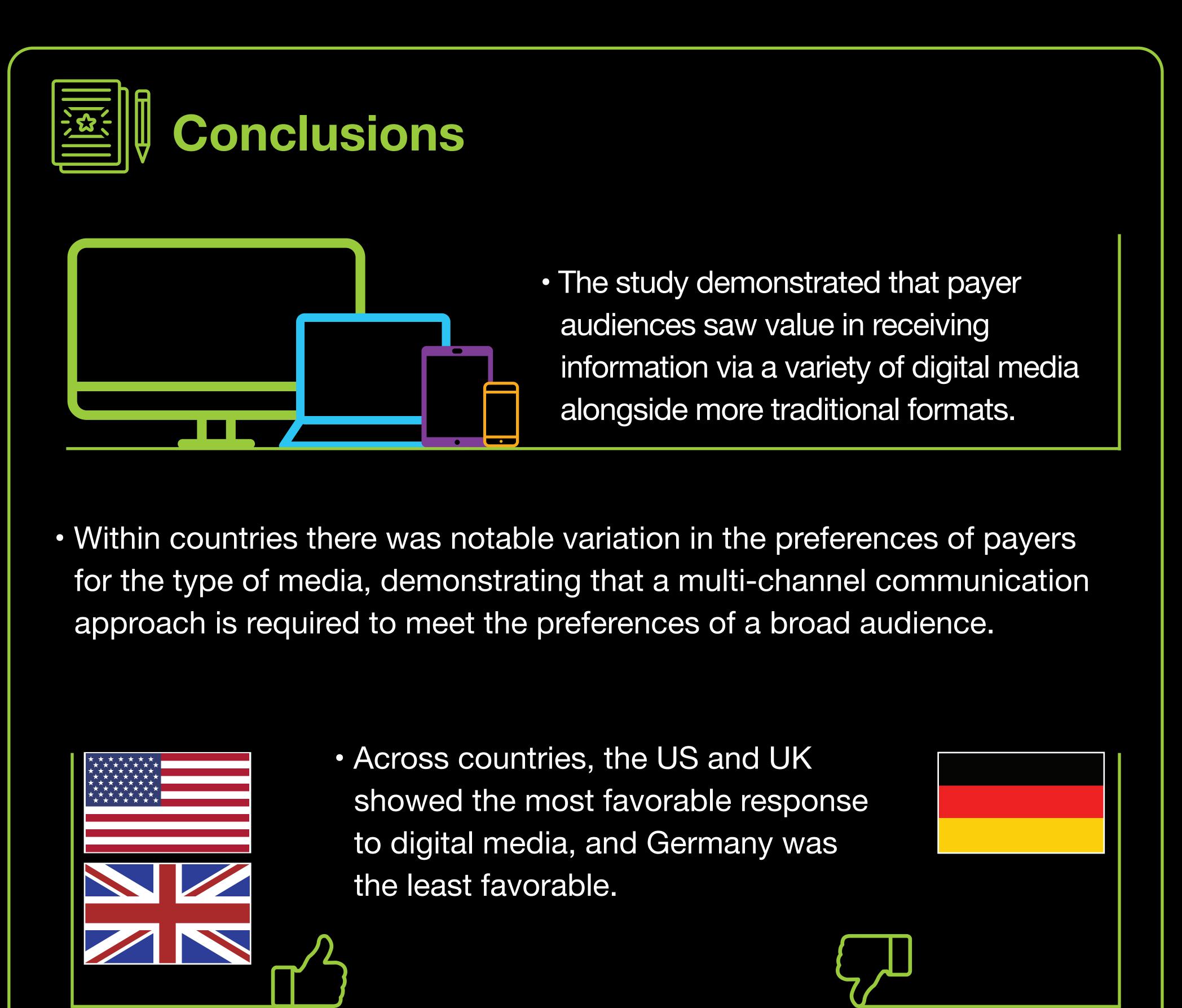
- Short videos were the second most popular format for EU payers after traditional publications (voted in the top 3 by 63% respondents in Europe compared to 40% in the US)
- Within the German sample (n=3), neither podcasts nor short videos achieved a top 3 ranking.

What are the top three types of data you would prefer to receive by each delivery method?

 Publications were the preferred source for conveying clinical trial evidence for $\geq 75\%$ of respondents and real-world data for $\geq 60\%$ respondents.



 Information on disease awareness, unmet need and health economics could benefit from a range of digital media.





- The relatively small sample size, particularly within specific countries, may limit extrapolation to diverse types of payers.
- There is a potential recruitment bias of digitally focused payers.

Acknowledgements

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Disclosures

All authors are employees of Prime Global, a medical communications agency.

