

# 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.



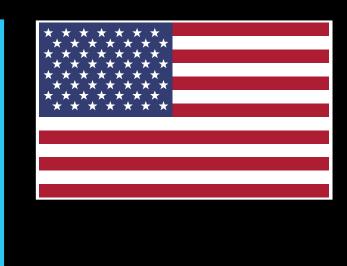
## **Objectives**

 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.



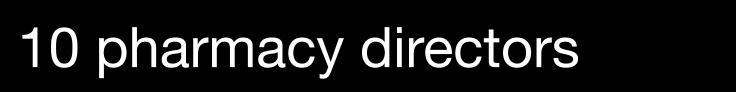
# Methods

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



#### **US sample:**

10 medical directors and



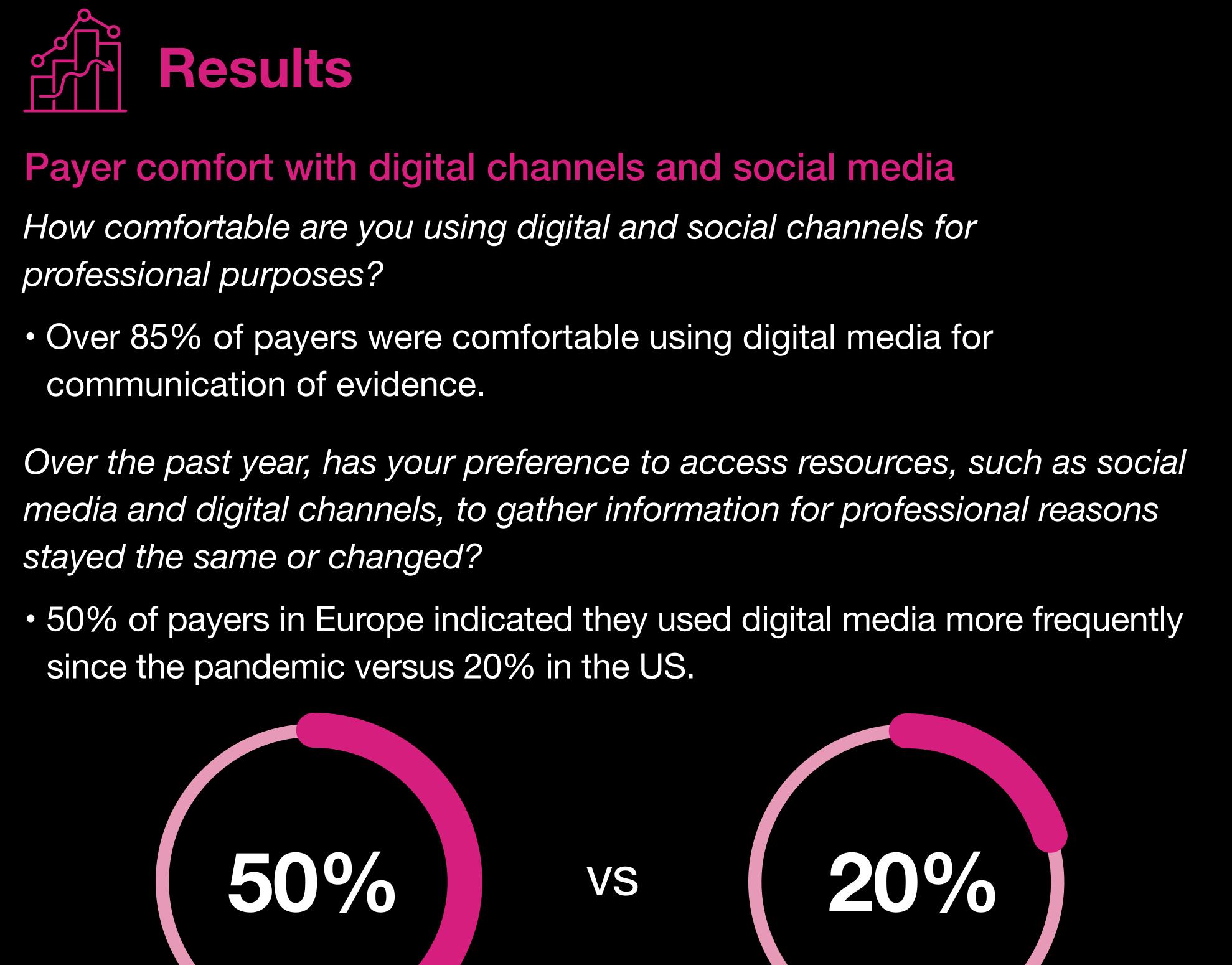




### European sample:

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



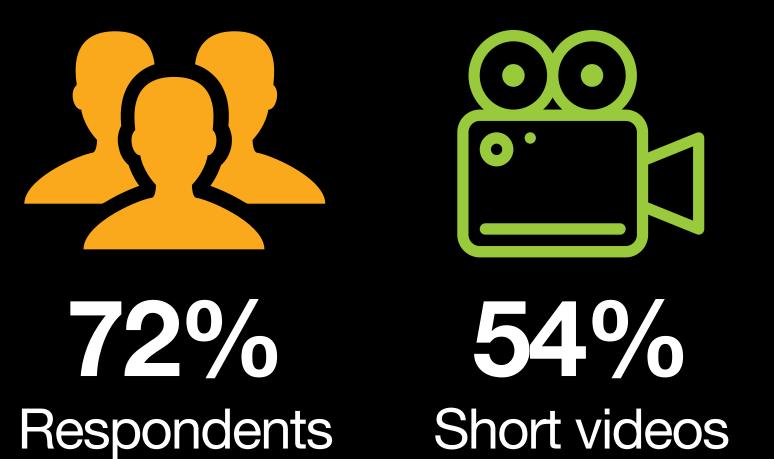


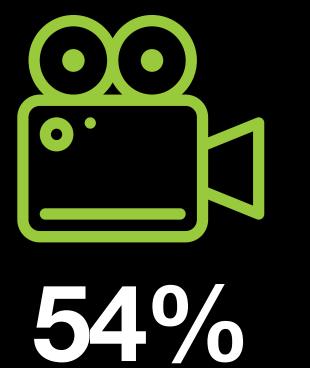
#### Preferred channels for types of evidence

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%).







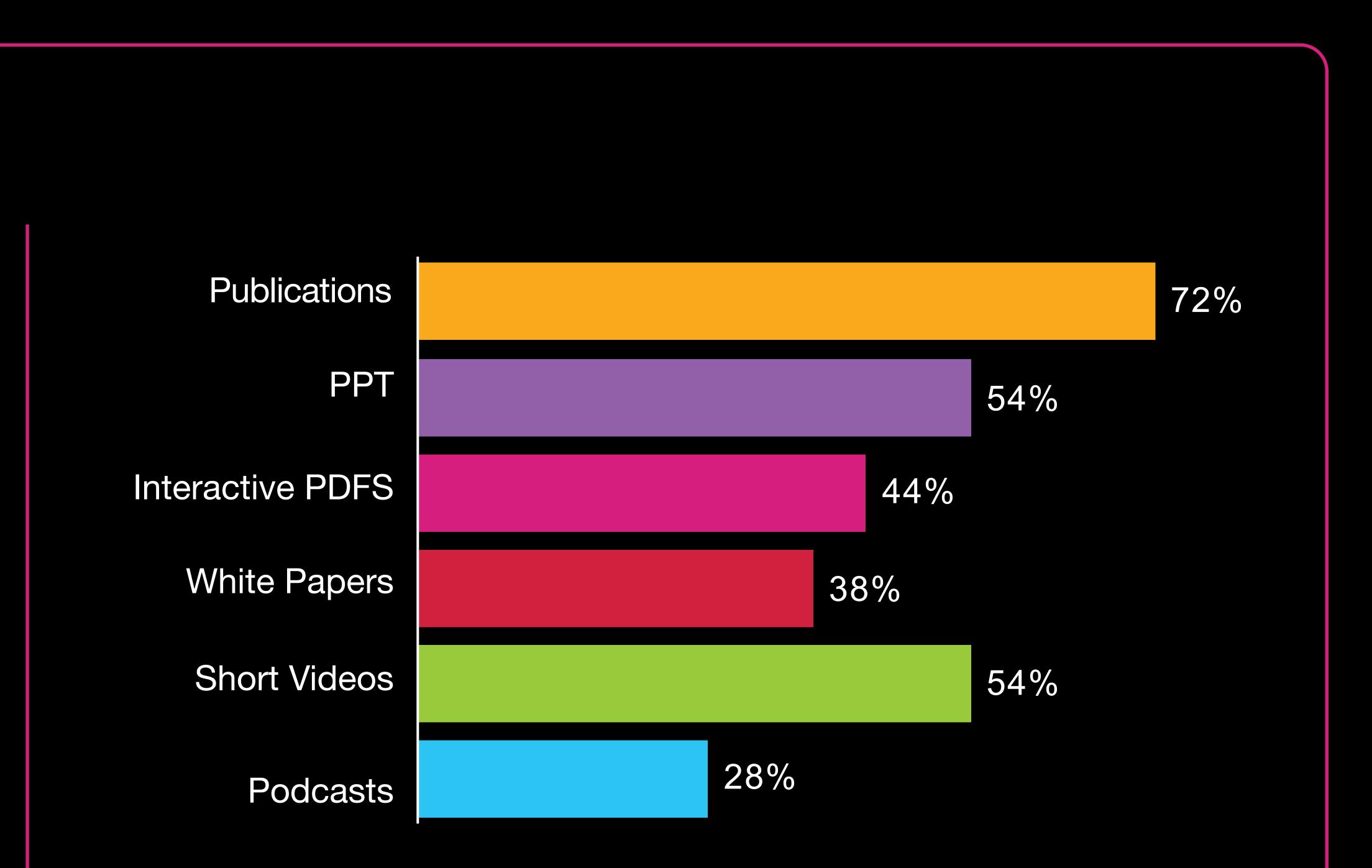
54%



44%



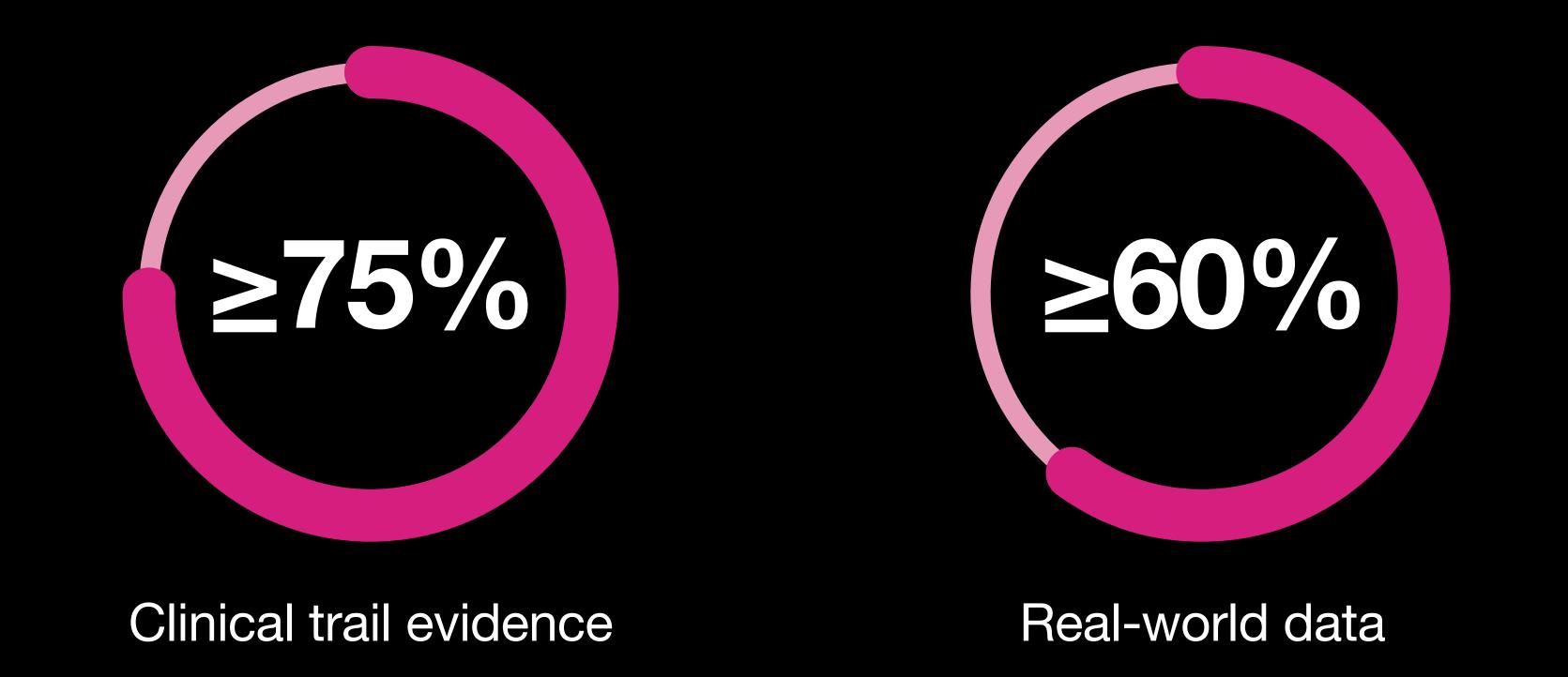
28% PPT decks Interactive PDFs Podcasts



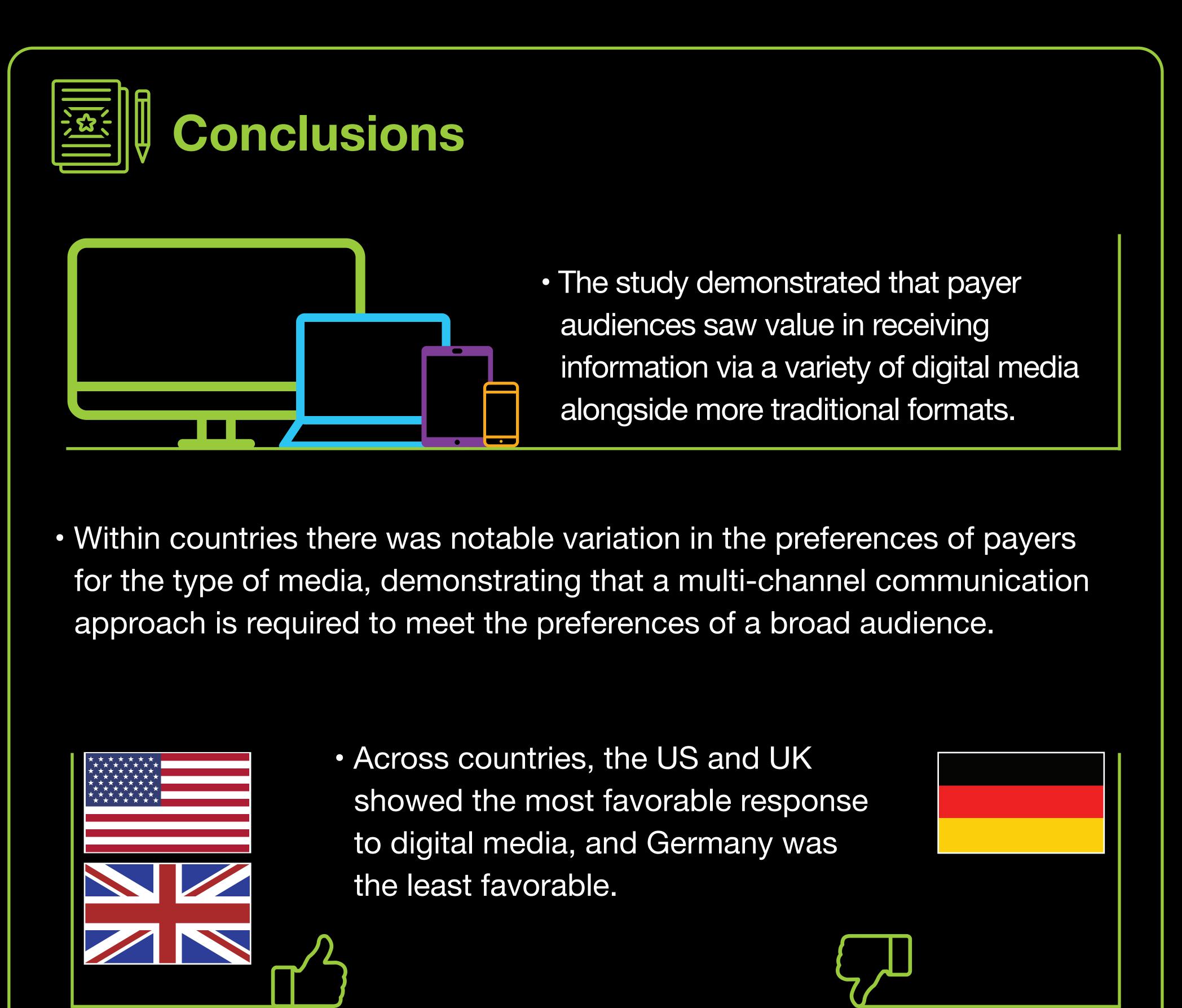
- Short videos were the second most popular format for EU payers after traditional publications (voted in the top 3 by 63% respondents in Europe compared to 40% in the US)
- Within the German sample (n=3), neither podcasts nor short videos achieved a top 3 ranking.

#### 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.

