

# The wave of the future?

## Alternative digital value communication solutions to enhance engagements between US payers and MSLs

Tyler K. Reinsch<sup>1</sup>, Greg Mader<sup>1</sup>, Fadi T. Manuel<sup>1</sup>, Chad K. Patel<sup>1</sup>, Susan L. Hogue<sup>1</sup>  
1. AESARA INC. Chapel Hill, NC, USA

### BACKGROUND

Effective communication between payers and pharmaceutical companies is essential for coverage decisions that impact patient access to medicines.

Traditional communication tools such as epidemiology funnels and budget impact models have limitations, such as lack of customization and complexity.

Pharmaceutical companies are investing significant resources in developing new tools such as interactive digital epidemiology and economic model tools to enhance communication and improve decision-making.

Pharmaceutical field teams (e.g., Medical science liaisons [MSLs]) play a crucial role in communicating with payers and need effective tools to facilitate their work.

There is a need to understand the perspectives of payers and MSLs on the usefulness and impact of digital tools in value communication.

### OBJECTIVE

To understand the different perspectives and impact of interactive digital epidemiology and economic model tools to enhance effective communication between payers and pharmaceutical field teams, such as MSLs.

### METHODS

The study employed a mixed-methods approach, using both qualitative and quantitative questions to evaluate the usefulness of traditional and digital communication tools as perceived by two groups: payer representatives (n=4) and MSLs (n=3).

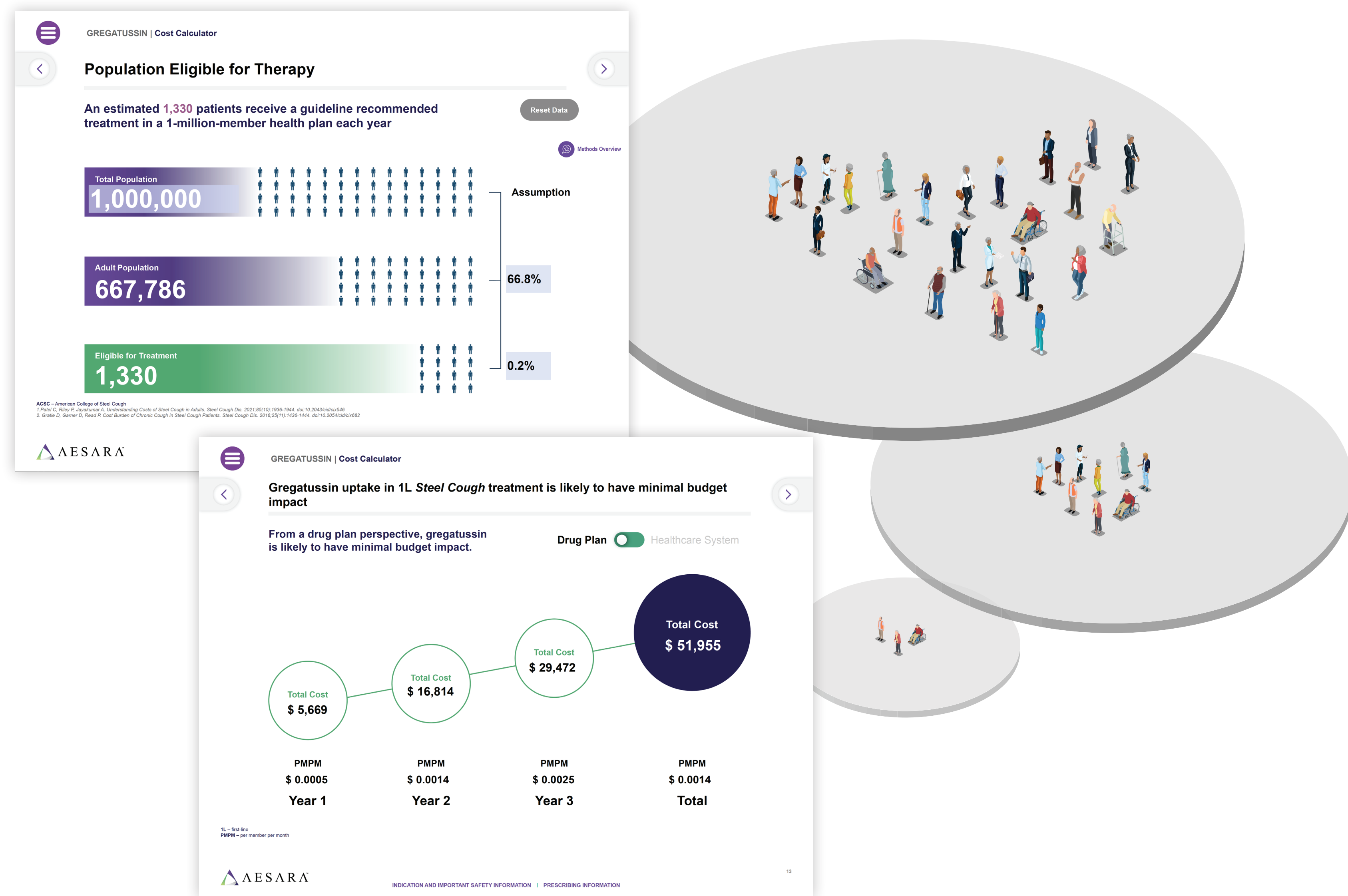
The traditional communication tools that were evaluated included epidemiology funnels (EF), budget impact models (BIM), and cost calculators (CC).

The evaluation used a rating scale of 1 to 7, where 1 indicated that the tool was not useful and 7 indicated that the tool was very useful.

The study used prototypes of digital interactive EF, BIM, and CC to assess their potential impact on communication and decision-making.

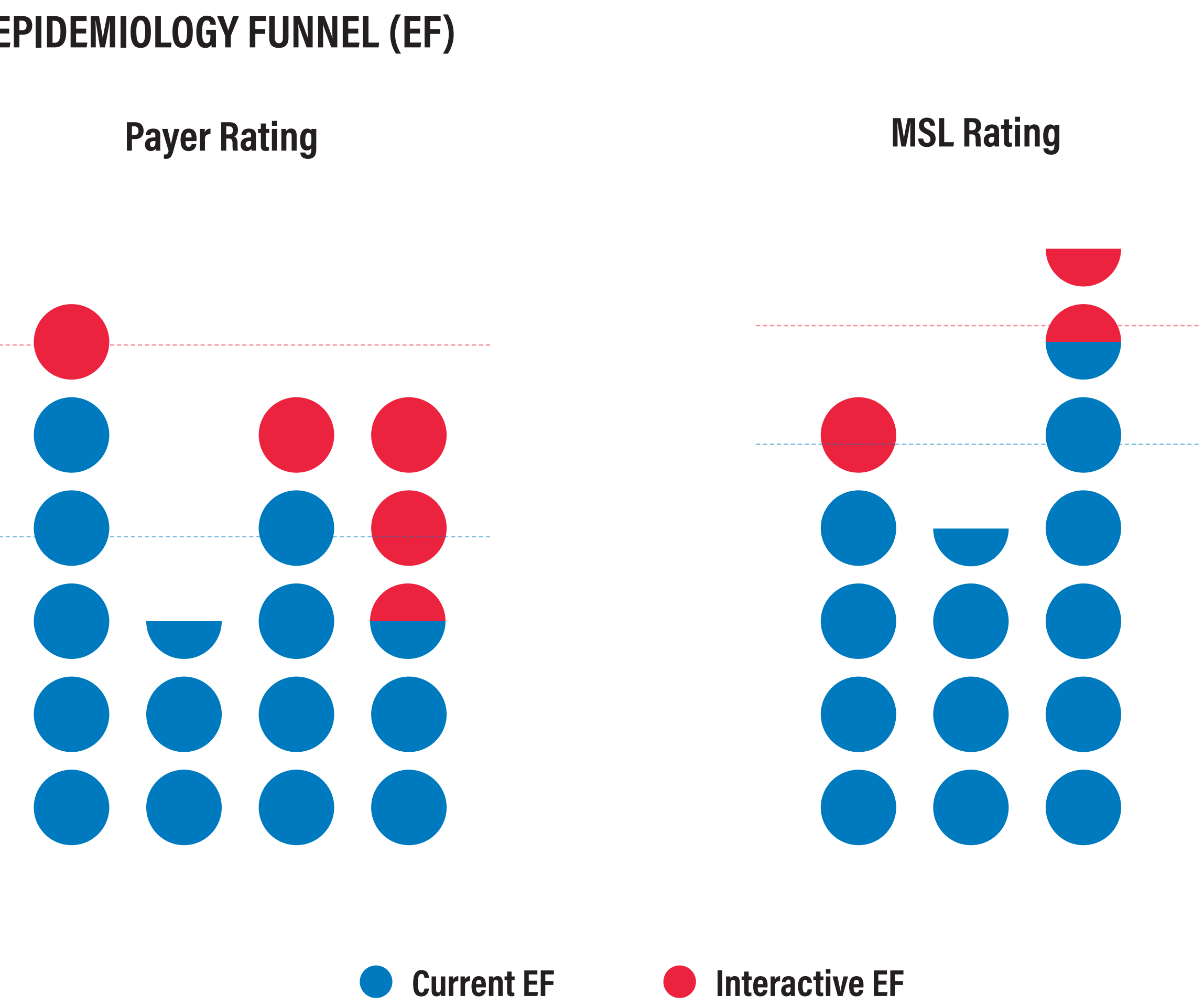
After being shown the prototypes of the digital tools, the interviewees were asked to repeat the initial rating questions to evaluate the potential impact of the digital tools on communication and decision-making.

Figure 1: Example of digital interactive tools researched



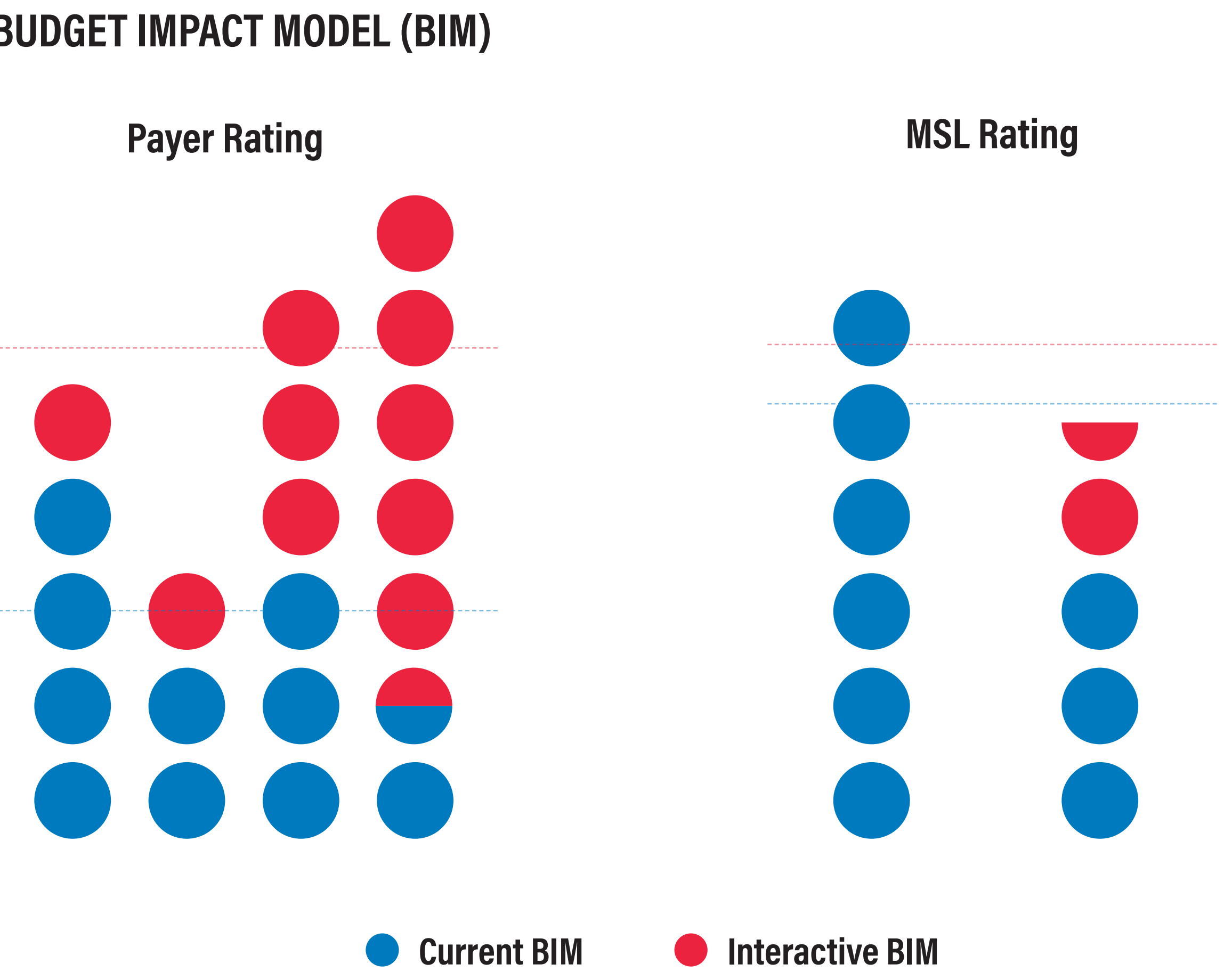
### RESULTS

Payers and MSLs were presented with prototypes 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.



Both payers and MSLs felt the current epidemiology funnels provided by pharmaceutical representatives to be useful (payers = 3.50; MSL = 4.75). Payers and MSLs alike thought the interactive epidemiology funnels would add value to their engagements (payers = 5.30; MSL = 5.75).

Epidemiology funnels are particularly useful in rare/orphan and oncology therapeutic areas where limited data is available and may also be helpful with forecasting.



Both payers and MSLs found lower perceived value with BIM (payers = 2.60; MSL = 4.50) due to model complexity, lack of customization, and skepticism of industry developed BIMs. Payers and MSLs thought the interactive BIMs would add value to their engagements (payers = 5.25; MSL = 5.25).

Interactive BIMs provided more flexibility to alter information specific to plan population and promoted increased transparency. MSLs stated interactive BIMs were more visually appealing and could improve storytelling compared to traditional excel-based BIMs.

### CONCLUSION

Both payers and MSLs found epidemiology funnels (EF) to be useful, particularly in **rare/orphan and oncology therapeutic areas where limited data are available**, and **EF can also be helpful with forecasting**.

Both payers and MSLs found budget impact models (BIM) to be less useful due to model complexity, lack of customization, and skepticism of industry-developed BIMs.

All interviewees indicated that the digital interactive BIM and EF added value to existing BIM and EF, respectively.

Payers indicated that **interactive digital BIM and EF provided more flexibility to alter information specific to plan population and promoted increased transparency**.

MSLs stated that **interactive BIM and EF were more visually appealing and could improve storytelling compared to traditional Excel-based BIMs**.

Interactive formats for epidemiology funnels and cost calculators **were well received and stated as a solution** that can enable more informed decision-making.

### OPPORTUNITIES

**Conduct additional studies to identify the most impactful features of interactive digital tools for enhancing communication between payers and pharmaceutical representatives and explore how the use of digital tools can be leveraged to improve patient outcomes.**

**Investigate how the use of digital tools impacts decision-making by payers and pharmaceutical representatives and whether disease area is a key variable in the perceived usefulness of digital communication tools.**

**Use this information to develop training programs or resources to help pharmaceutical representatives effectively communicate with payers using digital tools.**

**Patient centric feedback related to the patient journey and disease burden can be used to shape early stages of PRO development, understanding patient preferences and elements of the patient experience may not be captured via traditional qualitative research methods.**

### ACKNOWLEDGEMENT

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### CONTACT INFORMATION

Tyler K. Reinsch, AESARA  
Phone: +1 919 656 3377 E-mail: tyler@aesara.com  
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