

Robust Review

See how our client utilized Rapid Payer Response™ (RPR) to stay informed and gain continuous insights during the recent global pandemic (COVID19).

RPR is an online platform that allows biopharma and device manufacturers to generate robust, expert feedback from the most diverse payer network across 45 countries in as little as three weeks

SITUATION

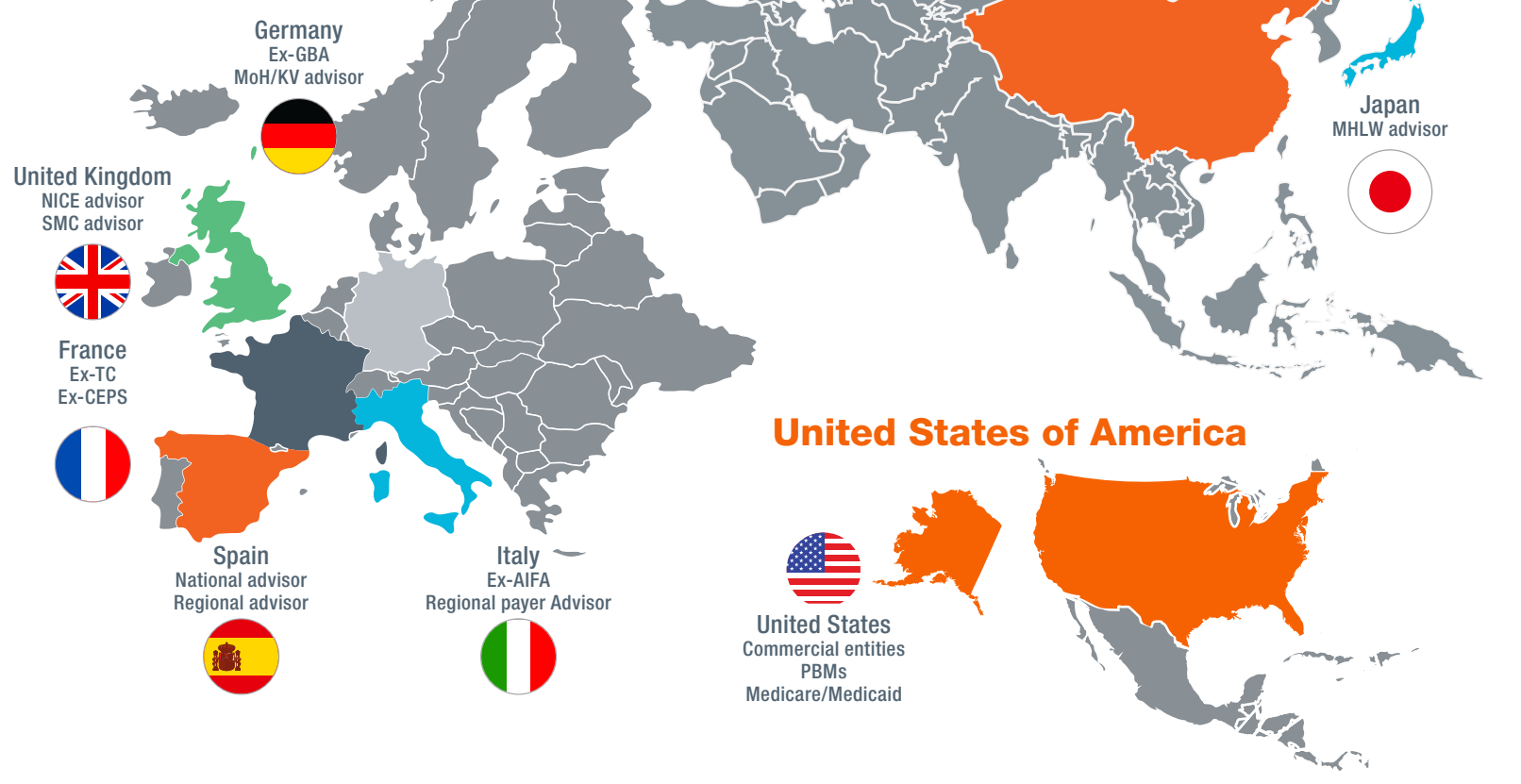
Our client was one of many who sought to quickly understand how the global COVID19 pandemic would impact the market access and reimbursement potential of their products at the organizational and therapy area level.

METHODOLOGY

RPR was leveraged to conduct a semi-quantitative approach to monitor the access and reimbursement landscape in individual markets (USA, EU5, and APAC). Outputs from the initial assessment were incorporated into 3 subsequent waves each of which were modified based on previous assessments and scheduled on a quarterly basis.

These assessments tracked payer perspectives relating to change & impact of:

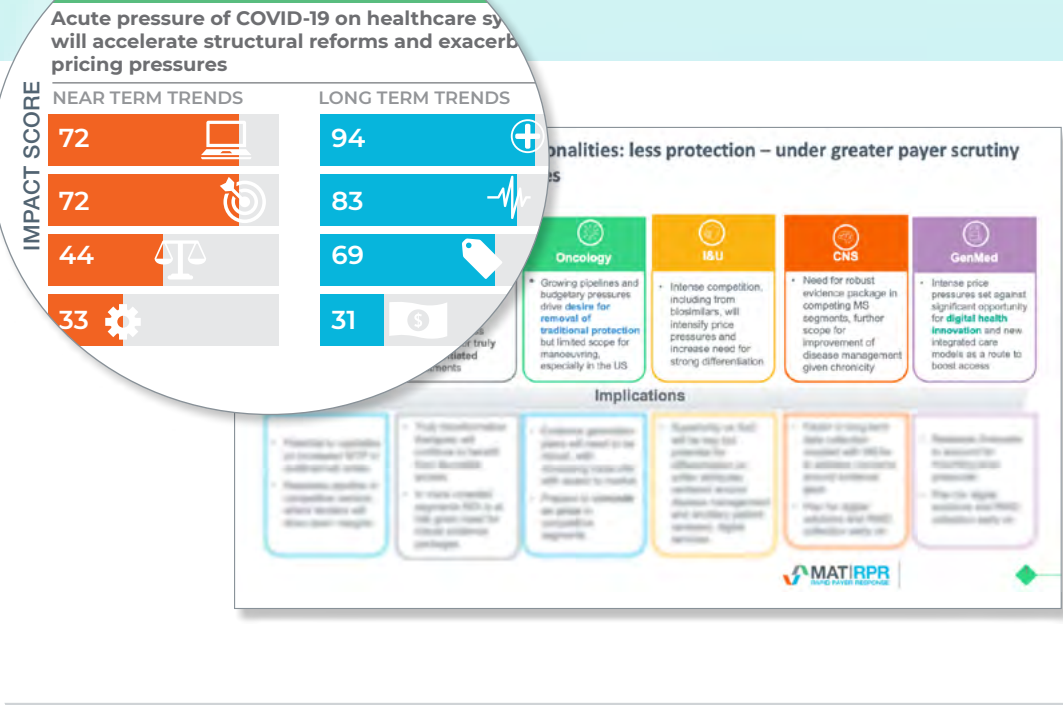
- Policy
- Vaccine rollout
- Further drug development



Impact on National Health Systems

RPR's semi-quantitative approach uncovered vital insight into the impact COVID19 had on the health systems process by providing valuable context in-scope countries.

- RPR linked the frequency of mentions of specific issues with a numerical “impact score” to describe and quantify the different challenges and how the health-care systems may react to these.
- By both scoring the various issues and capturing free text responses, RPR was able to provide a numerical weighting of the issues identified and underlying rationale. This approach gave superior insights compared to traditional modes of enquiry by
 - Identifying which single issue had the biggest impact
 - using the verbatim answers to define the subtle nuances of difference, when we had two items with similar impact scores.



This multi-dimensional analysis provided the client with a unique perspective on optimizing their portfolio value proposition. Learnings were tailored to specific therapeutic areas and shared across all launch brands to optimize strategy.

Impact on State Healthcare Budgets

RPR captured detailed responses by ranking factors concerning budget management, giving the client a clear understanding of how best to construct and communicate their products' alignment with their needs.

- RPR developed a series of ranking questions presenting seven different factors that payers were asked to review regarding budget management in response to COVID19. (Background materials were provided for detailed understanding around the factors outlined)
- As expected, major budget pressures were anticipated across all markets, with Germany being the only European country that was able to provide clear guidance as to how the additional spend would be covered.



RPR was able to effectively demonstrate the areas in which COVID19 would most likely impact healthcare systems, as well as obtain strategies for how pharma could develop solutions that may align with payer goals.

Impact on Drug Budgets

RPR deployed “strength of feeling questions” to elicit more open ended answers–by presenting a range of options to determine what the respondent’s expectation is concerning the impact of COVID19 on drug budgets.

- RPR’s “Strength of Feeling” questions combine the qualitative insight of open ended questions with a scoring metric, providing additional context on the issues raised.
- Understandably, payers consistently identified that drug budgets would come under disproportionate pressure relative to their percentage of overall spend.



RPR categorized the open-ended responses relating to how COVID’s impact on drug budgets would manifest. These were used to inform the subsequent wave of research, which expanded on these issues at a country level so that individual markets could understand the local implications and make informed adjustments.

Impact on Drug Assessment Process

RPR accurately quantified impact for comparability and gathered verbatim responses to assess nuances across individual markets.

- EU countries impacted most severely by the pandemic identified that due to capacity constraints and focus on COVID19, the HTA process would naturally be delayed for new emerging therapies. We saw significant variation in delays from market to market and greater impact for drugs that treat diseases of low severity vs high severity.
- The RPR platform allows clients to ask follow-up questions in order to maximize the value of each project. So, upon receiving the initial responses, the MAT team sat down with the client to discuss the answers received along with potential mitigation strategies.

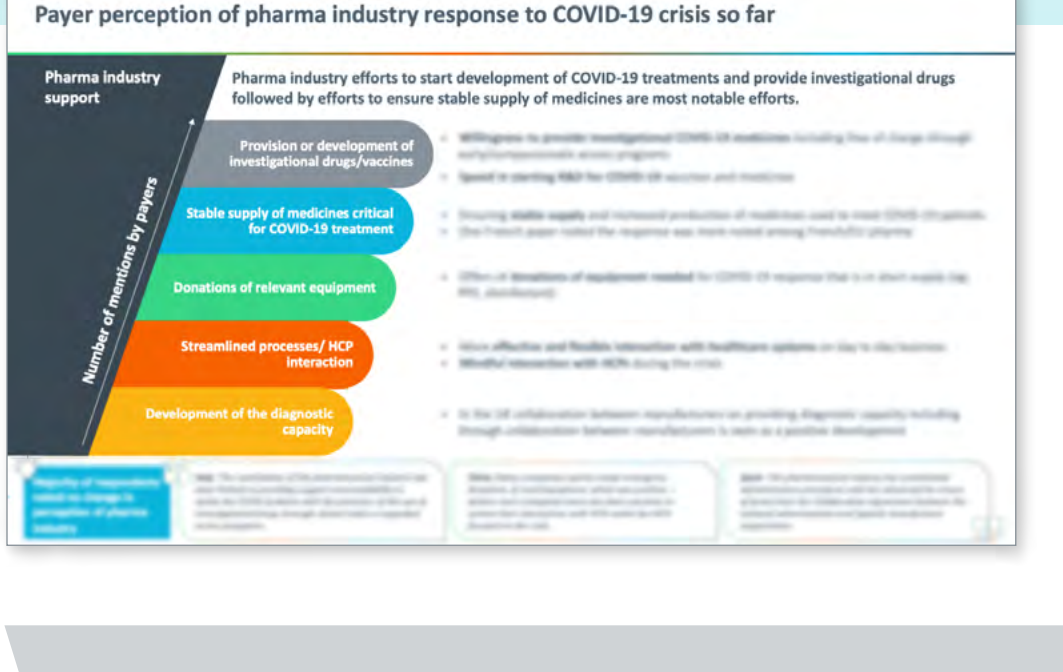


Through these follow up questions, our client was able to react to the first wave of answers and gain more refined insight into the proposed activities that the pharmaceutical industry could conduct in order to reduce the burden on.

Payers Perception on Pharma’s Response to COVID

RPR’s team of specialized consultants conducted a “points allocation” exercise to contextualize payers unprompted opinions into pharma’s response to COVID19.

- The RPR consulting team inquired into pharma’s response to COVID19 and allowed payers to provide their own unprompted opinions followed by a “points allocation” approach to better understand the impact of specific initiatives and their relative importance.
- Points allocation provides insight into payer preference. If two factors account for 90% of the points than we can conclude the other factors are of negligible importance even. Where we have a more evenly spread of points, we can rely on the verbatims to capture the subtle nuances of difference which often go uncaptured in the traditional interview setting
- It was no surprise to see that price reductions were allocated the highest number of points in terms of potential impact. Respondents recognized that this would be challenging for many companies to implement and highlighted that just providing flexibility on payment terms would be of significant value to struggling healthcare systems.



In the traditional interview setting, you are typically forced to adopt either a quantitative or qualitative approach. Through the RPR platform, respondents provide answers through free text response coupled with a variety of rating and ranking mechanisms, giving our clients highly informative and actionable insights.

IN CONCLUSION

Insight reports were delivered quarterly each with a 3-week turnaround time (from going live to final deliverable) over the year.

- RPR adapted questions to the shifting landscape for each wave of research, adding additional layers of insight tailored to each therapy area of focus. This helped our client to react to a rapidly changing environment in an informed way.
- Our clients leveraged the insights collected on changes in policy, vaccine rollout, further drug development, & the impact to optimize their portfolio strategy. Given the speed of turnaround that RPR can deliver, fresh insights were available on a monthly basis and fed into the various cross-functional meetings to align understanding on pertinent developments.

Want results like this?

Reach out to schedule a demo!

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About Market Access Transformation (MAT)

Founded by industry veterans, MAT specializes in developing cutting edge technologies that enable the healthcare community to gather and exchange insight that assess the real-world potential of their products. MAT offers an online, information exchange platform, Rapid Payer Response™ (RPR), that allows healthcare stakeholders to secure immediate, expert feedback from the largest and most diverse online global payer network.