Robust Review

See how our client utilized Rapid Payer Response™ (RPR) to gain invaluable payer insight into the pricing and market access acceptability of their novel product within 3 weeks.

RPR is an online platform that allows biopharma and device manufacturers to gain robust, immediate, expert feedback from the most diverse online global payer network – spanning 45 countries in as little as 5 days.

SITUATION

A client was in the process of developing a treatment for osteoarthritis (OA), where currently there are no DMOAD products approved. To better assess the acceptability of their product, they leveraged Rapid Payer Response (RPR) to elicit insights from both the Medicare and the Commercial perspective by engaging with a large sample of key payers and related stakeholders.

METHODOLOGY

RPR™ utilized a semi-quantitative approach to gain understanding from 20 stakeholders from a variety of MCOs, Chief Medical Officers (CMOs), Pharmacy Directors and Medical Directors.

KEY QUESTIONS

- Understand the unmet need in osteoarthritis (OA) in light of the multitude of current treatment options
- Payer expectations on evidence requirements and value drivers for new DMOADs
- Payer perceptions of a Target Product Profile (TPP) for a new DMOAD (Product X)
- Payer perceptions on access and pricing for their new product

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Understand the unmet need in osteoarthritis (OA) in light of the multitude of current treatment options

RPR was able to not only shed light on how OA is currently managed, but also which areas of unmet need were most important to payers and why. A semi-quantitative framework provided both numerical ratings along with rich qualitative, contextual understanding.

- Within RPR, we were able to adopt a semi-quantitative approach to evaluate the unmet need for patients with OA.
- This meant that when we compared all of the different areas of need, we were able to both understand the distribution of importance (how one area of unmet need was weighted vs. another) but also the underlying rationale for their selection.
- This richness of contextual information helped the client bring the research to life at their cross-functional meeting.
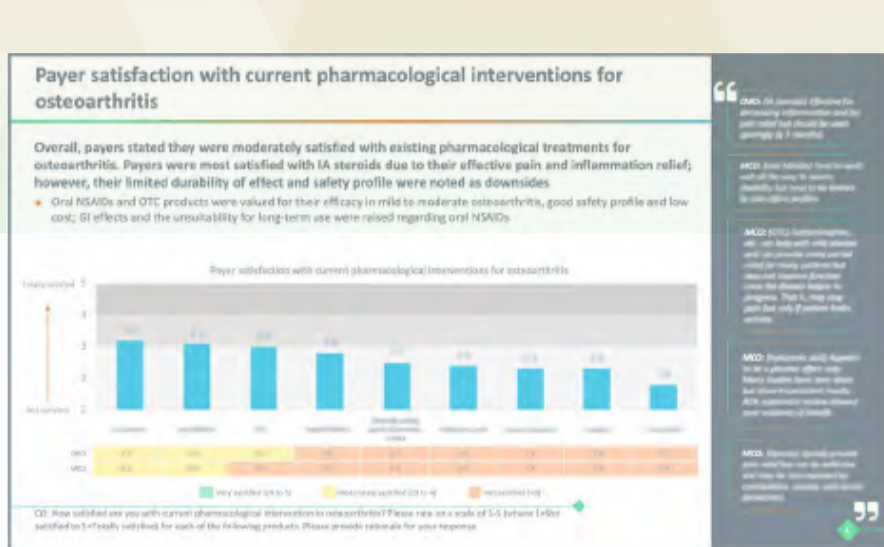

- The insights gathered were used to reverse engineer messaging for their product. Payers noted that whilst IA Steroids were the preferred treatment option for these patients, durability of effect was a concern. The client was able to develop specific messaging that spoke to the persistence of treatment effect favored by patients using their product vs. others.

Payer expectations on evidence requirements and value drivers for new DMOADs

RPR identified the key clinical and non-clinical endpoints of interest to Payers, along with the reasons for their selection. Avoidance of joint replacement was identified as a key outcome, but did not feature in the client's proposed evidence pack. Follow up questions were deployed to help the client select surrogate endpoints it could employ to substitute the lack of long term follow up.

- Given the novel nature of these treatments, the client was keen to understand payer expectations for new interventions. Respondents provided a ranked list of key clinical and non-clinical endpoints that they would like to see when evaluating a DMOAD along with the underlying rationale for their selection.
- The new product had existing evidence supporting its ability to improve physical function which was identified as being the most important non-clinical endpoint by a factor of ten. This insight was a critical input for the marketing team while crafting their messaging.
- CMO and MCO representatives identified that the cost associated with joint replacement therapy was a key concern, and that avoidance of such surgery would be an important clinical endpoint for them to see in the product.
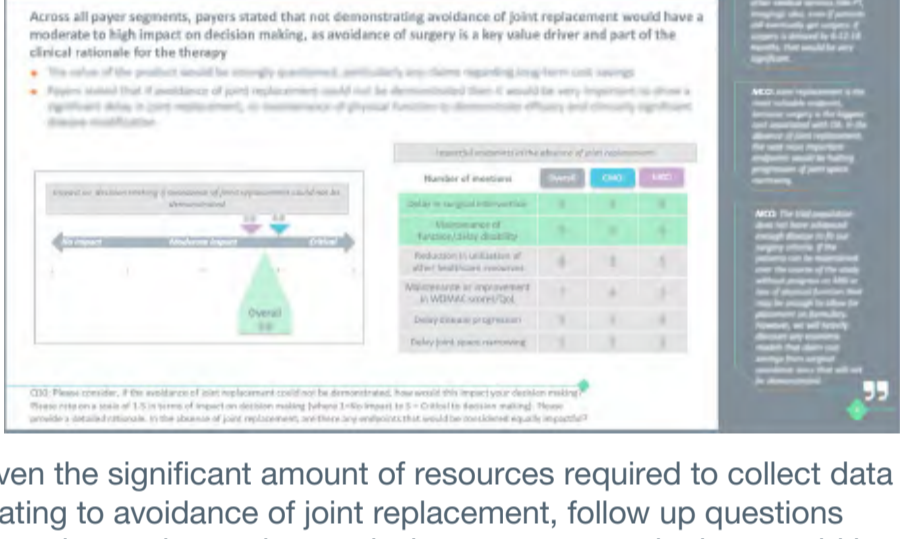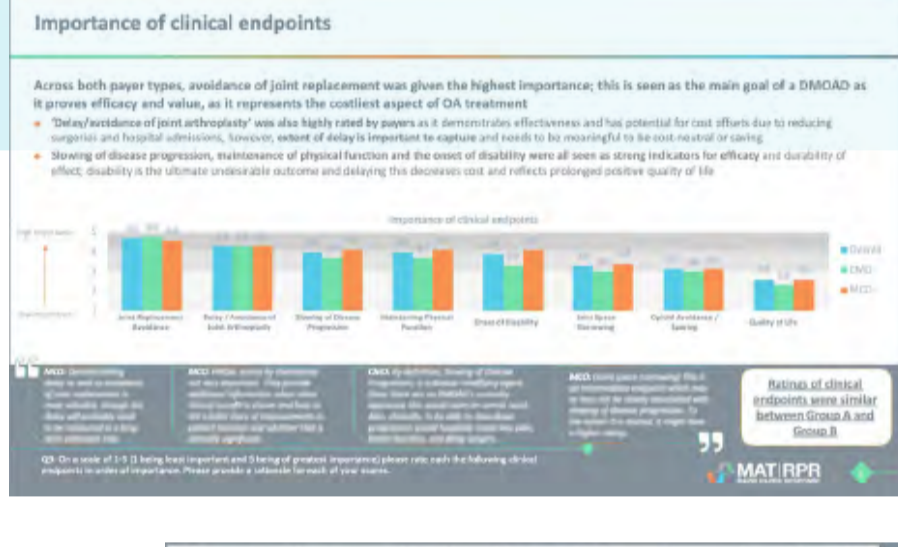
- Given the significant amount of resources required to collect data relating to avoidance of joint replacement, follow up questions were triggered to understand what surrogate endpoints would be acceptable. RPR allows for both follow up and deeper-dive questions to be asked at any time.

Payer perceptions of a Target Product Profile (TPP) for a new DMOAD (Product X)

RPR provided a multi-dimensional analysis of the TPP's strengths and weaknesses. Stratifying responses by stakeholder type showed marked differences in preference, which allowed the client to refine their ongoing messaging.

- RPR was able to analyze the TPP across 3 dimensions…
  - Listing of perceived strengths and weaknesses
  - Scoring each of these to identify which strength/ weakness was dominant in informing the overall perception of value amongst payers
  - Aggregating these scores to demonstrate whether or not the strengths outweighed the perceived weaknesses

- 3D analysis of the perceived strengths and weaknesses showed how two particular strengths were most vital for the PD respondents, whilst a different preferences was stated by MDs. Through the identification of this difference between stakeholder preference, RPR was able to inform ongoing messaging for each group.

Payer perceptions on access and pricing for Product X

RPR leveraged purpose built online pricing modules to understand the expected tier placement stratified by plan type and payer role.

- A multi-wave Gabor Granger and Van Westerndorp pricing analysis was conducted to identify the optimum pricing point based on the evidence provided through a TPP we had attached at a question level.
- Respondents advised that in order to secure a higher (potentially 2x) price point, avoidance/delay of joint surgery should be demonstrated through long term follow up data.
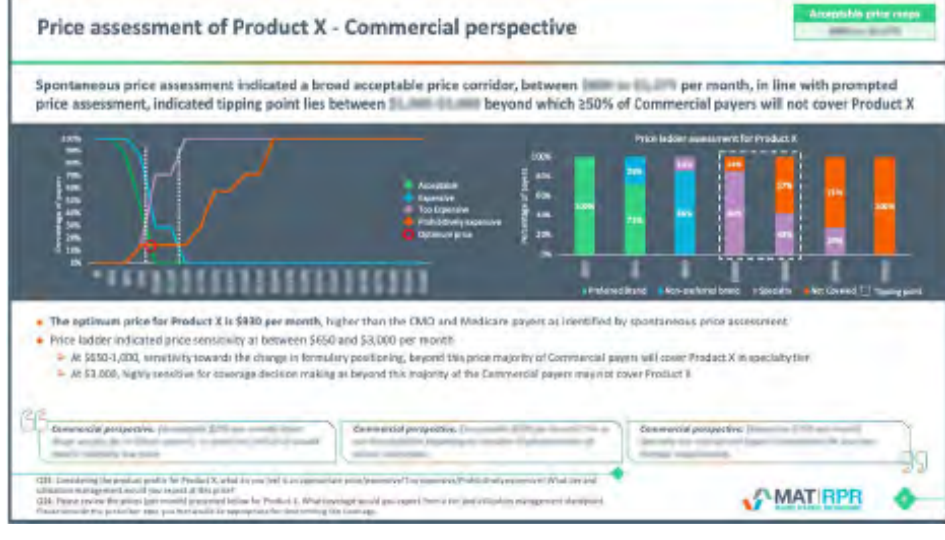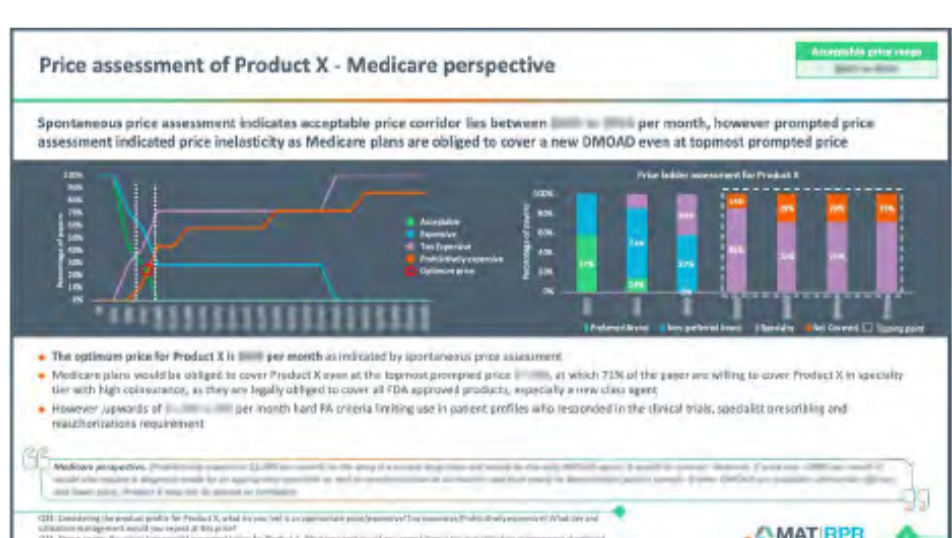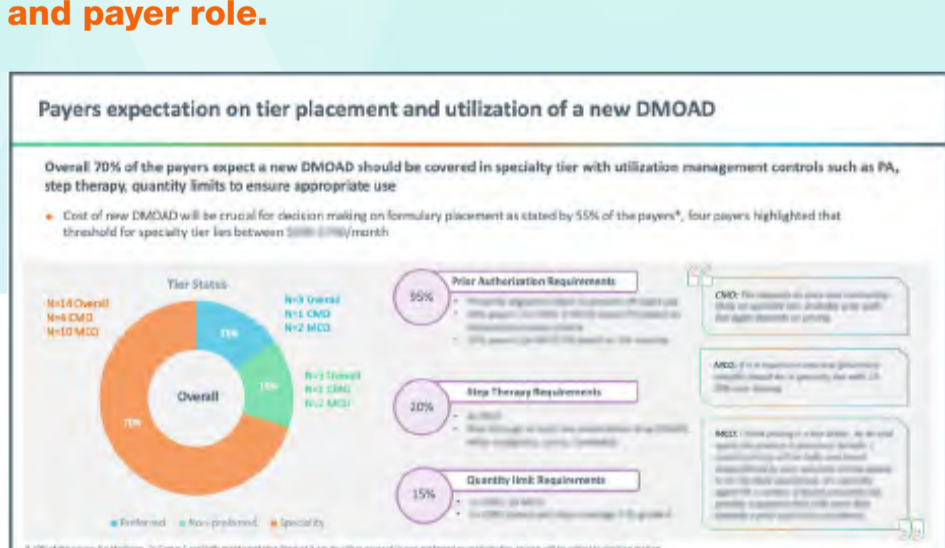
IN CONCLUSION

Within 3 weeks RPR was able to gather robust insights not available through a traditional research method that allowed our clients to…

- Know the current treatment landscape and how payers were categorizing the unmet needs
- Pinpoint which endpoints hold the most value to inform their trial design
- Gauge where to best focus their messaging and data collection efforts for their TPP
- Secure a much higher price point than initially projected

Want results like this?
Reach out to schedule a demo!

CONTACT US NOW!

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.