

# Evaluating Payer Opinion versus Behavior for Better Decision Making

*Elizabeth Sampsel, PharmD, MBA, BCPS  
Vice President, Payer Strategy and Relations, Dymaxium, Inc.*

*Allen Lising  
Chief Executive Officer, Dymaxium, Inc.*

Specifically this Webinar will review:



1) The significance of the shifting landscape and the need for credible insights

2) Utilizing payer insights to make better informed market access decisions

3) Evaluating payer opinion versus behavior/case study examples

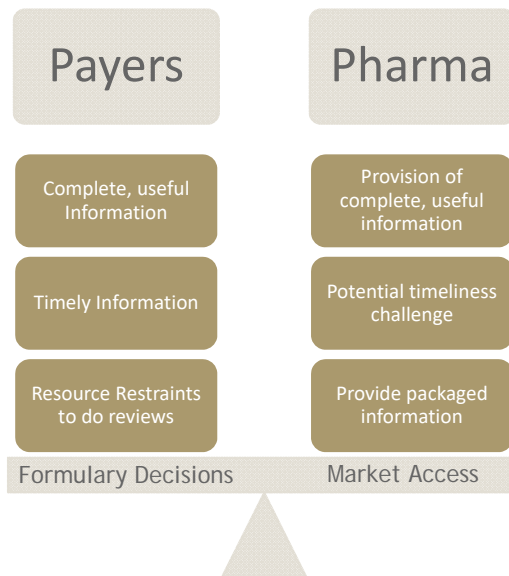
## Shifting landscape

- Considerable discussions occurring at US federal and state levels regarding a potential repeal and replace of the ACA
- Market price pressure due to availability of new, innovative therapies
- A full pipeline with primarily specialty and orphan drugs, requiring decision-makers to have more information sooner.

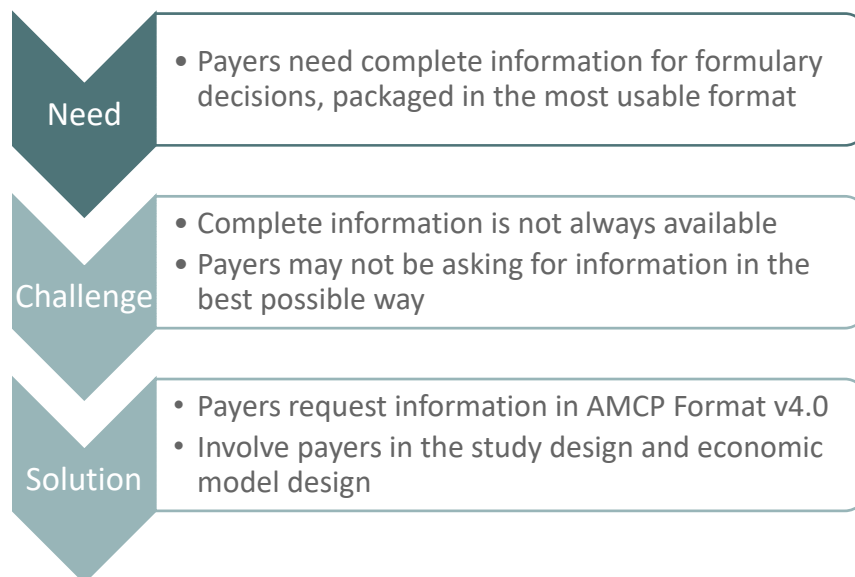
## Need for Credible Insights

- Payers and other health care decision makers are balancing tight budgets with offering new therapies
- Pharma organizations are investing in innovative therapies and require information to best plan to make products available to patients

## Balancing Stakeholder Requirements



## Complete, useful information



## Timely Information

### Need

- Payers need information in a timely manner in order to meet budget and formulary submission requirements

### Challenge

- Timeliness can be an issue
- Pharma regulatory boundaries slows timeline to get information to payers
- Pharma communication of when specific information will be available to payers

### Solution

- Dossiers and other evidence provided in AMCP eDossier System and through the Manufacturer Evidence Library; System can control who has access, can track; FDA Draft Guidance – info exchange; Format addresses preapproval information
- When payers request information, let them know if/when information will be available

## Resource Restraints to do reviews

### Need

- Payers require the information they ask for in a concise, efficient format

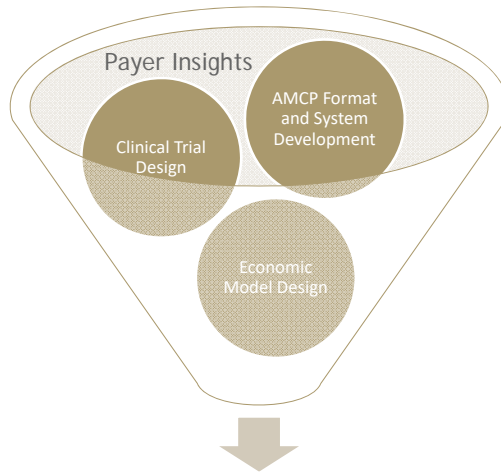
### Challenge

- Payers have limited time and resources to do formulary reviews
- Important information may be omitted from consideration in formulary reviews if payers do not have access
- Communication to payers when requested information will be available

### Solution

- Provide Dossier information in AMCP eDossier System following AMCP Format v4.0
- Involve payers in the study design and economic model design

# Opportunity for Payer Insights



Peer Insights for PAYERS  
Market Access Planning for PHARMA

A more efficient, effective process for both Payers and Pharma.

# AMCP eDossier System@FormularyDecisions.com®

Evidence Horizon and Resources Library



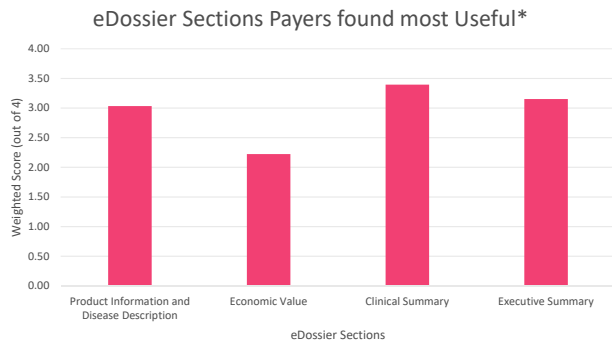
HTA Review and Peer Insights

Product Evaluation Apps and Interactive Tools

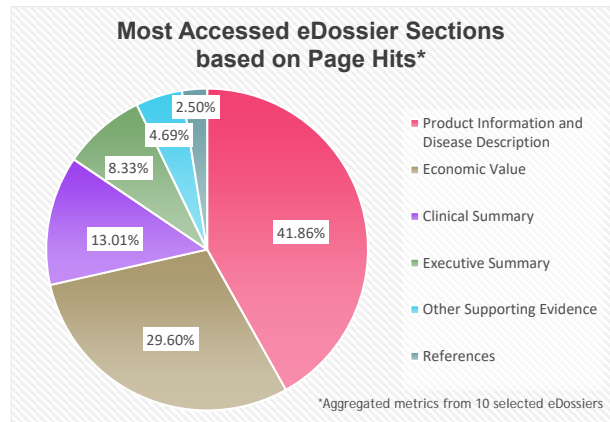
- Manufacturer Value eDOSSIERS
- BIM / CE Templates, Manufacturer eModels
- Evidence Comparison and Drug class reviews
- P&T monographs and presentation templates

A central source of Evidence, Insights and P&T Tools to support formulary decision makers with starting their product evaluation. A central eRequest tool. Interactive eDossier. Integrated P&T Tools - saving time and improving efficiencies.

## Evaluating payer opinion versus behavior: Case Study 1

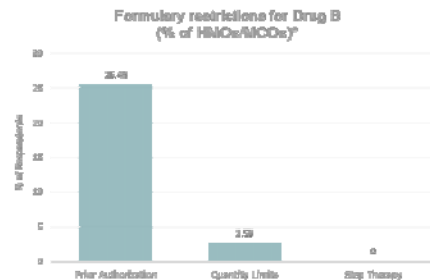
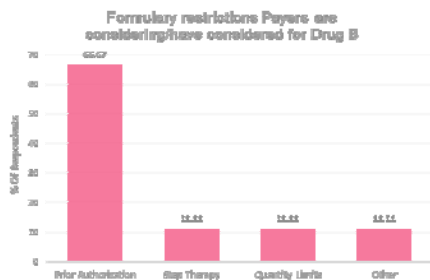
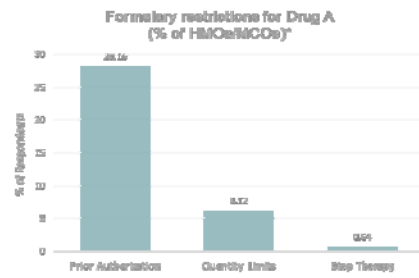
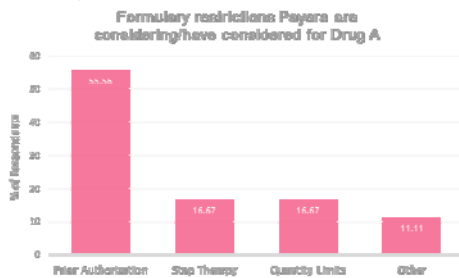


\*Based on Payer Survey July 2016 (n=54)



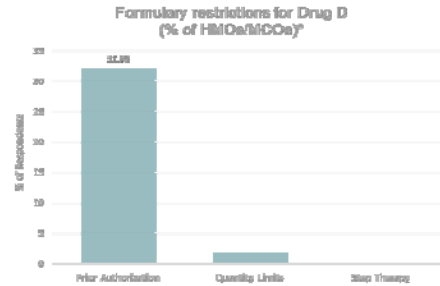
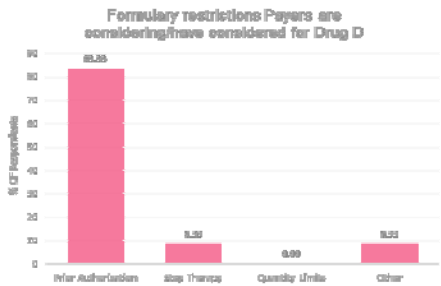
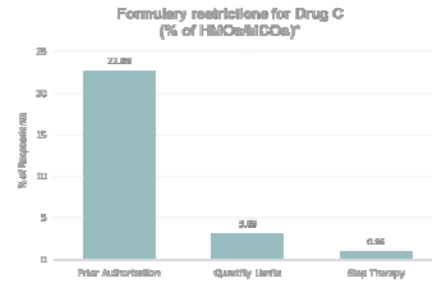
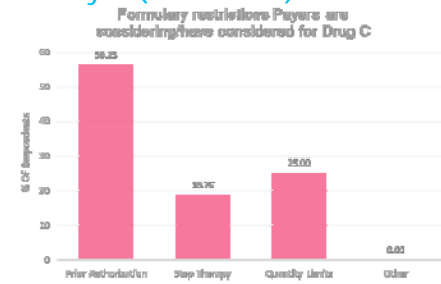
\*Aggregated metrics from 10 selected eDossiers

## Evaluating payer opinion versus behavior: Case Study 2



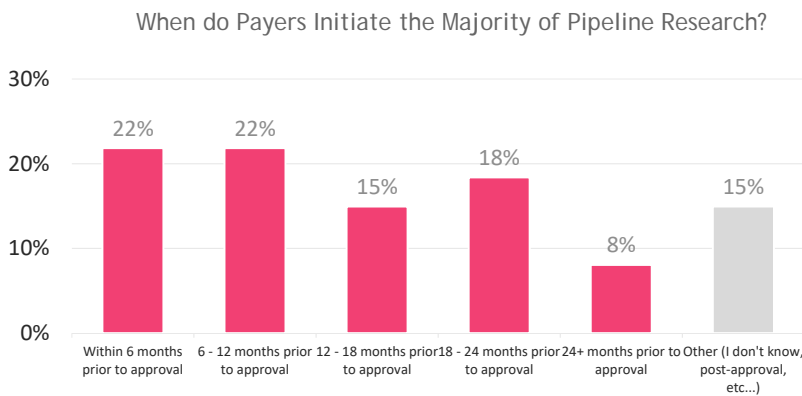
\*Source: DRG Fingertip Formulary, April 2017.

## Evaluating payer opinion versus behavior: Case Study 2 (continued)



\*Source: DRG Fingertip Formulary, April 2017.

## Evaluating payer opinion versus behavior: Case Study 3



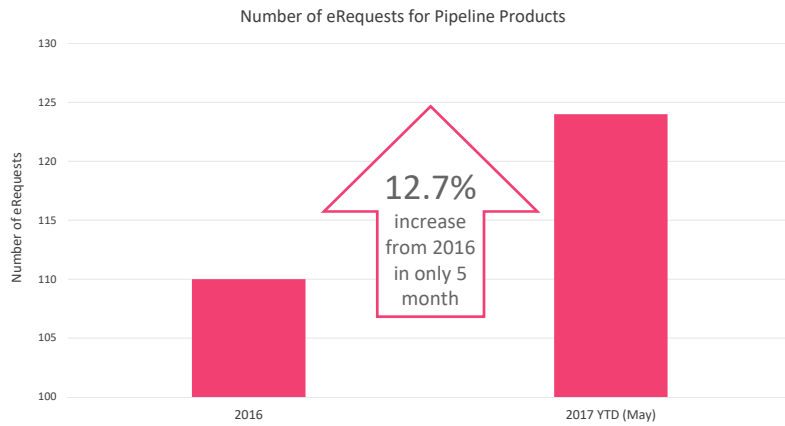
Responses: 104  
85% actively involved in pipeline research

Survey Demographic  
46% MCO  
27% PBM  
19% Hospital/Health Systems  
7% Other

**85%**  
prior to approval

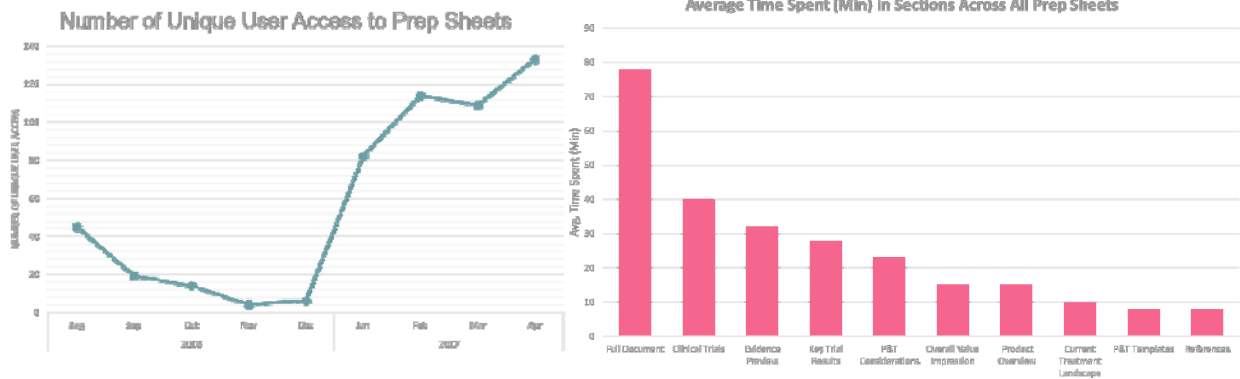
Earlier review required for formulary positioning and budget forecasting

Evaluating payer opinion versus behavior:  
Case Study 3 (continued)



Manufacturer requests data for pipeline product info

Evaluating payer opinion versus behavior:  
Case Study 3 (continued)

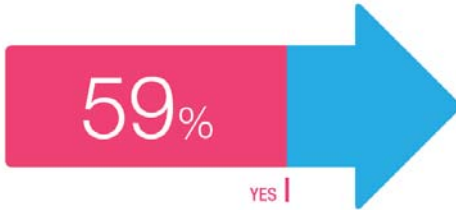


Non-manufacturer pipeline content usage metrics



## Evaluating payer opinion versus behavior: Case Study 4

Are the ICER reports used?<sup>1</sup>



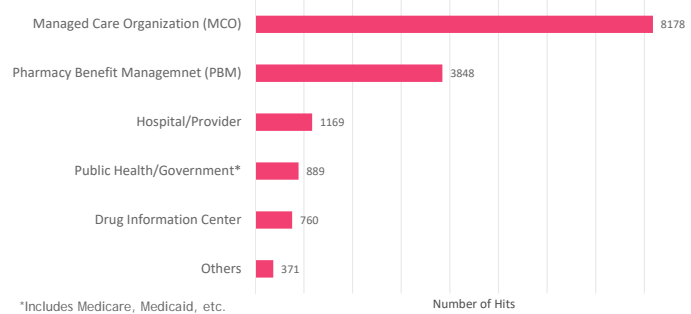
How are ICER reports used in the drug evaluation/coverage policy development process?

Evidence source to prepare P&T recommendations	75%
Inform/ validate your own analyses	69%
Assist in determining product affordability	35%
Develop prior authorization criteria	35%
Develop tier placement	13%
Leverage in price/listing negotiations	13%
Support risk-based contracting	5%
Other	0%

<sup>1</sup>Based on Payer Survey May 2016 (n=99)

### Payer Access to ICER Reports by Organization

Activity calculated based on number of hits for Institute for Clinical and Economic Review throughout the System  
Apr 2016 - May 2017



## Conclusion

1) The US healthcare landscape continues to evolve and the need for credible, timely insights is important for both payers and pharma

2) Payer insights allow for more informed decisions in an efficient, effective manner

3) Combined qualitative opinions and quantitative metrics are ideal

## Discussion & Questions



Thank you for participating!

For any questions, contact [esampsel@dymaxium.com](mailto:esampsel@dymaxium.com)