



# PARTNERSHIP FORUM

2023



## EXECUTIVE SUMMARY

### Patient Input and Payer Decision-Making

There has been growing consensus in recent years for health care to become more patient-centered by including consideration of patient preferences, needs, and values in decision-making. To gather input on how health plans/payers and patient advocacy organizations can collaborate to best incorporate the patient voice into managed care pharmacy decision-making, AMCP convened a Partnership Forum on December 6 and 7, 2023, in Alexandria, Virginia. Forum participants discussed barriers and potential solutions to collaborating and offered insight into tools to optimize engagement between and build partnerships across organizations.

Key suggestions that emerged from the participant discussion included:

#### Assemble and draw upon successful examples and best practices

- Both in the United States and globally, there are well-established patient-centered decision-making programs that organizations can look to, such as Tricare’s Beneficiary Advisory Panel, the Institute for Clinical and Economic Review’s (ICER’s) integration of patients’ experience into their health technology assessments, and the International Society for Pharmacoeconomics and Outcomes Research’s (ISPOR’s) Patient Council.

#### Create defined access points and open dialogue channels

- Organizations need a forum or efficient contact point, such as an external affairs or health equity team or lead, with whom patients or patient advocates can initiate connections.
- Once a connection is established, ongoing touchpoints are needed, such as networking events at larger forums, roundtables, webinars, or other venues.

“Patient groups are engaging with us, and they don’t have to; we need to respect the gift of their time.”

Sarah Emond  
ICER

## **Build trust and relationships proactively**

- Transparency, for example, through conflict-of-interest disclosures, publishing goals or mission statements, or providing a map of how and when decisions are made, is an essential component for building trust.
- Relationship-building through engagement, communication, and information exchange is best when it occurs early and is ongoing.

## **Make the patient voice foundational to decision-making**

- Develop a practice standard for managed care pharmacy that incorporates the patient voice and makes it part of the evidence base.
- Integrate patient input into the research and development process so that the evidence generated is based on factors and outcomes that are important to patients.

“*It might be anecdotal for the payer, but a life crisis for the individual member.*”

## **Leverage existing data and reports**

- Many data are already available on patient advocacy organization websites, through peer-reviewed publications, or FDA meeting reports, for example.
- Gathering data into a disease state dossier or quick reference guide may assist with information exchange and can be used as a potential engagement point.

**Francesca Valentine**  
Sick Cells

## **Crystallize a key message to further common goals**

- Patient stories can help decision-makers understand the total burden and cost of care across both pharmacy and medical benefits or differentiate products, for example.
- Messages are more likely to be successful if they are solution-based and articulate value to both patients and health plans/payers.
- Consider timing with respect to messaging and information delivery. What might health plans or payers be asking for or need to know now, and what might they need to know soon based on the drug development pipeline or other upcoming events?

## **Facilitate ongoing education and learning**

- Working to move beyond preconceptions and understand each other's perspectives, such as what outcomes are important to patients and what complexities payers face, is vital to successful collaboration.
- Educational opportunities may include training decision-makers on how to evaluate the patient voice as part of evidence review or training patient ambassadors to payers, legislators, or other stakeholders.

## WATCH FOR FOLLOW-UP

This Partnership Forum provided a valuable opportunity to gain key insights into how to advance the incorporation of the patient voice into managed care pharmacy decision-making. AMCP's next steps will be to:

- **Publish a proceedings document** describing the findings and recommendations from the forum in an upcoming issue of AMCP's *Journal of Managed Care + Specialty Pharmacy (JMCP)* and disseminate it widely to decision-makers across the country.
- **Host a future webinar** to report these findings and recommendations.
- **Continue to engage stakeholders** on this topic via the Patient Voice Advisory Group.
- **Develop an organizational strategy** for patient engagement, considering input gained from the forum.

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