



Playbook: Impact of Oncology Biosimilars

Why it matters to you

There are currently nine approved oncology biosimilars in the United States, two of which launched very recently. With the launch of Mvasi and Kanjinti, identifying payers that are early biosimilar adopters and likely to prefer the biosimilars is mission critical. Are physicians comfortable with prescribing oncology biosimilars? What impact will it have on clinical pathways? How does your company plan on educating physicians and practice managers about the value of your brand's copay assistance program and HUB services in comparison to that of the biosimilar?

LOOK INSIDE FOR KEY INSIGHTS ON
ONCOLOGY BIOSIMILARS

5 do's and don'ts related to the impact of oncology biosimilars

DO Identify target payers that your account managers should be focusing on

HOWTO

STEP 1: Identify a data source with comprehensive representation and a strong track record to identify payers that are likely to prefer biosimilars over brands

STEP 2: Understand payers' expectations on discounts from brands to maintain access

STEP 3: Extract the payers that are willing to engage in portfolio contracts across brands or biosimilars

STEP 4: Cross-map identified payers with account managers for a targeted messaging strategy

DO Identify areas where physicians need education to maintain brand loyalty

HOWTO

STEP 1: Understand oncologists' challenges to focus communication on safety data versus cost versus efficacy of brand in comparison to the biosimilar

STEP 2: Ask payers questions to learn the specific manufacturer services that push them to maintain brand loyalty

STEP 3: Categorize physician responses by region, hospital type, IDN-affiliation and practice size

STEP 4: Optimize your sales representatives' strategy from these findings

5 do's and don'ts related to the impact of oncology biosimilars

DO Develop an education program to simplify PA processing for practice managers

HOWTO

STEP 1: Use trusted data to understand which steps of the prior authorization cause the most administrative burden

STEP 2: Understand practice managers' expectations of manufacturer HUB services

STEP 3: Educate them on how your services can help reduce administrative burden

AVOID Missing key indicators of shifts in payer, prescriber or practice manager behavior

AVOID Lack of focus in payer messaging and education of physicians and practice managers



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ABOUT MMIT

MMIT is a product, solutions and advisory company that brings transparency to pharmacy and medical benefit information. MMIT partners with PBMs, payers and pharmaceutical manufacturers from P&T to point of care. We analyze market access trends and market readiness issues, while providing brand and market access solutions to navigate today's rapidly changing healthcare market.

Our team of experts focuses on pharmaceuticals, business drivers, market intelligence and promotional behavior. Our products and services support brands approaching launch, commercialization efforts, pre P&T market planning, launch strategy and readiness. We partner with hundreds of payers and manufacturers ensuring that our products continually capture and analyze formulary coverage and restriction criteria for more than 98% of all covered lives.