



Playbook: Uncover P&T Perspectives Before They Impact Your Drug's Access

Why it matters to you

Understanding how your product will fare in an actual P&T committee review is crucial. Gaining early actionable insights to design and optimize your strategy prior to P&T review from a simulated meeting is unprecedented. Use transparent, double-blinded committee feedback to inform pricing, health outcomes research, sales strategy, and resource allocation for your upcoming drug launch.

LOOK INSIDE TO SEE HOW TO
LEVERAGE EARLY P&T INSIGHTS

5 ways to ensure a successful drug launch with unbiased insights

DO Simulate a full P&T meeting with deep, qualitative feedback

HOWTO

- STEP 1:** Determine plan or IDN simulations to assess how their demographics will impact coverage
- STEP 2:** Provide clinical and financial data to support the use of your drug
- STEP 3:** Observe and learn. Witness the discussions that may influence your drug's access
- STEP 4:** Summarize committee findings, recommendations and therapy placement
- STEP 5:** Leverage these actionable insights before launch to ensure optimal drug access

DO Tap into an expert committee to learn payer objections ahead of time

HOWTO

- STEP 1:** Create a preliminary list of the payer objections you expect
- STEP 2:** Identify active P&T members who understand the varying dynamics of different health plans
- STEP 3:** Recruit and segment for your P&T committee. Resist the urge to be “hands on” with the meeting, as that may cause bias with payers. Encourage members to treat the meeting like a real P&T review for unbiased feedback
- STEP 4:** Compare your original list to the actual objections raised during the meeting to determine the pricing and rebating approaches that will yield the most return for your product
- STEP 5:** Determine sales leverage points through insights into payer reactions to your product and its place in therapy

5 ways to ensure a successful drug launch with unbiased insights

DO Uncover any interpretation issues of your clinical data now before it's too late

HOWTO

STEP 1: Learn from session material developed independently by a health plan employed clinical pharmacist and contracting pharmacist

STEP 2: Observe candid committee commentary and discussion to understand how payers and prescribers will review your clinical and economic data

STEP 3: Embrace game-changing insights and identify strengths and weaknesses to pivot your strategy if necessary.

AVOID Making assumptions. Avoid decision-making without unbiased data

AVOID Missing the opportunity to know how your drug will be reviewed in the real world



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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.