



MMIT

a norstell company

# PAYER MESSAGING PLAYBOOK

Improve pre-meeting planning with a full understanding of payer behavior and preferences—and competitors' strategies.

## The Industry Challenge

Pharma manufacturers need to ensure they're optimizing precious meeting time with payers. Make sure your field team walks into a payer meeting with a full understanding of payer needs and behaviors, as well as competitors' strategies, so you can efficiently and effectively communicate your value proposition and maximize the impact on payer decision making.

**MMIT's Payer Messaging Playbook solution consolidates thousands of surveys submitted by the nation's largest Payer Panel of decision makers. It uses that data to segment typical behaviors and reactions of the 24 top national and regional payers/PBMs when meeting with manufacturers to discuss market access, and to provide competitive intel into the 21 top pharmaceutical companies' key cross-portfolio market access strategies.**



Understand payer meeting preferences in advance and tailor strategy appropriately



Identify competitor cross-portfolio strategies and counter accordingly



Anticipate payer reaction to topics and adjust strategy to match payer preferences and circumvent pain points



Supplement therapeutic area-specific Message Monitor insights with manufacturer cross-portfolio intel

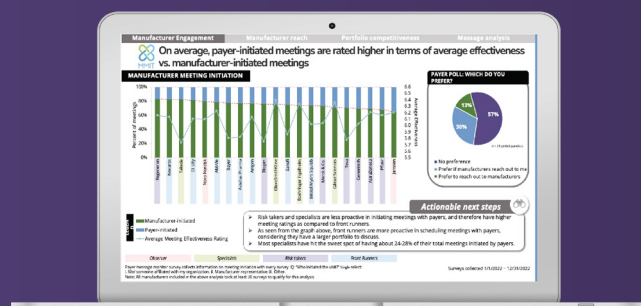
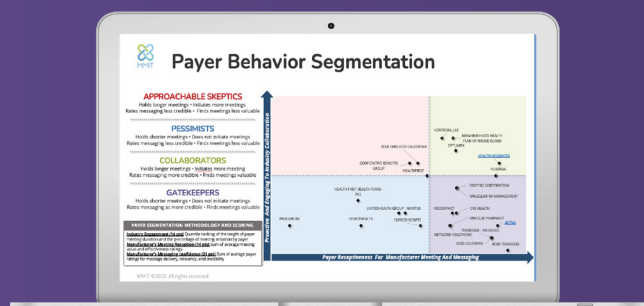
# Trust the Industry Leader in Payer Insights

## Payer Section Highlights

- **Payer Behavior Segmentation** using meeting characteristics, reaction to the overall meeting and individual messages discussed.
- **Industry Engagement Analysis** by payer allowing insight into ideal meeting length and content plus preferred scheduling approach.
- **Payer Dashboard** with ranking across key metrics that impact perception of meeting value and effectiveness.
- **Insight into Approachability and Confidence** with payer reported meeting effectiveness and value.
- **Payer Battle Cards** highlighting current meeting mix, characteristics, payer preferences and pain points.

## Manufacturer Section Highlights

- **Manufacturer Behavior Segmentation** using meeting characteristics to identify cross-portfolio strategy.
- **Manufacturer Dashboard** with ranking across key performance indicators based on payer preferences.
- **Payer Engagement and Reach Analysis** based on volume and lives covered, ideal meeting length, and ideal number of therapeutic areas to be discussed in a single meeting.
- **Manufacturer Topic Analysis** with cross-portfolio insight into focus and impact of specific message topics on meeting effectiveness.
- **Manufacturer Battle Cards** with qualitative analysis of portfolio's strengths and weaknesses based on payer thoughts.



## SMOOTHING AND SIMPLIFYING ACCESS TO THERAPY

MMIT solves the what and why of market access, helping to move therapies from pipeline to patients. Learn more about **Payer Messaging Playbook** today!

Connect with us at [info@mmitnetwork.com](mailto:info@mmitnetwork.com).