



CASE STUDY

Building a Strong Commercialization Strategy with MMIT's Core Products

How Real-Time Access Data Helped One Biotech Company Surpass Expectations for Its First Asset

Developing a strong commercialization strategy is essential for all manufacturers of pharmaceutical products, and perhaps even more so for creators of novel therapies.

When one small biotech company was ready to launch its first commercial product, it partnered with MMIT to ensure a smooth market entry and position the rest of its pipeline for success.

Scenario

As the company's first commercial asset was the only FDA-approved treatment for a particular indication, its leadership team had no doubt that payers would cover the drug. However, they were concerned about the specifics of that coverage, and worried that restrictive utilization management policies might act as barriers to patient access.

To complicate market entry, finding potential patients was sure to be a challenge, as patients needed to take a simple test to determine if they were a good candidate for treatment. The company would need a comprehensive provider education strategy to promote their product.

Solution

To prepare for this pivotal launch, the company's leadership began equipping its commercial organization with the tools it needed for success. The company identified payer coverage monitoring and analysis of payer/PBM responses to the drug as its most urgent priorities.

After a vendor review, the company chose MMIT's Analytics solution to provide comprehensive payer coverage, medical policy and restriction information. The team also selected MMIT's Surveillance offering, which provides real-time alerts about new or updated policies.

"We wanted to know when payers were creating coverage policies for our drug, and what those policies looked like. The only easy way to understand that information is to use an aggregation tool like MMIT Analytics," said the company's head of market access. "By relying on MMIT to constantly seek out coverage data, we had access to a single source of truth regarding coverage trends."

Tracking coverage in real time helped the company refine its commercial strategies, communicate payer wins and optimize its contracting. The biotech also used these tools to drive an incentive program for its payer-focused sales representatives, who were rewarded based on their success in expanding market access.

"We were wowed by the core technology MMIT has built into its products. They are very easy to use, and provide great visualization tools that enable fast comparisons," said the company's head of market access. "They're also relatively self-serve, which is ideal."

The company also wanted a strategic way to share access details with targeted providers, choosing MMIT's FormTrak tool to supply its sales reps with branded, location-specific materials for provider offices. For in-person meetings, MMIT's Coverage Search iPad application gave the sales team access to plan-specific policies and restriction criteria, helping them answer physicians' questions on the spot.

"From the start, we understood the importance of communicating coverage to physicians and providers," said the company's head of market access. "We chose FormTrak so we would have a more unified way of communicating when coverage policies are in place, down to a specific geography."

"Our selection of MMIT's solutions meant that no matter what the question was, we could answer it to the satisfaction of the stakeholder. The ability to view the details of coverage policies in real time allowed us to be highly effective at driving prescriptions."

Head of Market Access
Small Biotech Company

Success

Less than a year after achieving FDA approval, the company's product had already achieved its core launch goals. The company's leadership credits the immediacy of MMIT's data with contributing to the launch success.

By investing in a strong commercialization strategy, the company was able to develop a replicable playbook for bringing its next assets to market. The team is now using MMIT's platform to close access gaps and target new accounts that were not on its original priority list.

"Throughout the launch process, MMIT's account management and business development teams excelled. They showed genuine interest in our company and our pipeline," said the company's head of market access. "We don't feel like we have to manage our business partner relationship, because MMIT is proactive and ahead of the game."

Sharper Insights Into Coverage Data

Learn how MMIT's [Analytics](#) and [FormTrak](#) solutions can help you track payer policies and communicate access details to providers.

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