



CASE STUDY

Countdown to Launch Day

How One Biopharma Company Used MMIT's Market Analysis, Policy and Claims Data to Prepare for Commercialization



Planning for commercialization often takes a back seat to product development, particularly for smaller pharmaceutical companies. But one small biopharma company was determined to do its homework on market dynamics to ensure immediate patient access to its oncology therapies.

Scenario



While awaiting the expected approval of its combination therapy, one small biopharmaceutical company began building a strong commercial infrastructure to commercialize its assets.

The company sought a market access data and analytics partner that could help its leadership team identify and address gaps in the marketplace and set realistic expectations for launch. The company sought not only payer policy and restriction data, but also claims data and historical knowledge of how payers had responded to competitors.

“We want to ensure that there are no hurdles in the way of patients receiving the therapies they need,” said the company’s vice president of market access. “Our market access team includes everything from trade and distribution to pricing and contracting, national account management, and patient support services.”

Solution



As several members of the company’s market access team had past experience with MMIT’s data offerings, the company turned to MMIT for help. “In my last role, we did an analysis of all the market access data vendors, scoring them on items like responsiveness and the quality and timeliness of the data. MMIT came out ahead,” said the company’s director of national accounts.

The company’s director of market access agreed with this assessment. “From my experience with biotech startups, I’ve found that MMIT’s combination of robust data and a senior level of expertise is a big draw. Other competitors sometimes say they have the data, but they can’t speak to it. It’s nice to work with a vendor that collaborates with you and acts as a partner, like MMIT.”

In fall of 2023, the company implemented two of MMIT’s core solutions, Analytics and Payer Landscape. [Analytics](#) provides comprehensive formulary, medical policy and restriction information to help the team understand coverage, while [Payer Landscape](#) enables payer segmentation by market share, line of business, geographic reach and key relationships.

“MMIT’s coverage uptake analysis for new drugs is very useful, because it helps companies set realistic expectations around how and when coverage will occur,” said the vice president of market access. “That’s valuable information when you’re communicating internally. If companies don’t understand what’s involved in ramping up utilization for a newly launched drug—and how that administrative burden settles over time—they’ll have unmet expectations, which can impact the whole organization’s morale.”

“The collaborative conversations we’re having are very useful in terms of thinking through all the nuances of access. **MMIT has reliable data, but what’s even more important is how responsive they are to addressing our challenges** and helping us get the data we need to achieve our goals.”

— Vice President of Market Access
Small Biopharmaceutical Company

Recently, the company partnered with MMIT to conduct more in-depth market research via MMIT's [RWD Visualizations](#) solution. The team is using medical claims and coverage data to better understand payer mix, utilization analytics, and their competitors' current market by channel.

"This data helps us anticipate how our product will fit into this category. Confirming how these products are actually being used today validates our assumptions," said the company's vice president of market access. "For example, are patients on our competitors' products taking the recommended dose, or are their dosages other than what is recommended? This kind of data will help us determine our price point and launch strategy."

Success



While the biopharma company awaits its product's FDA approval, its market access team is busy creating a strong, data-driven infrastructure to ensure commercialization success. The team meets biweekly with MMIT for updates on the claims-based analyses, and has ad hoc meetings to address questions that arise as research progresses.

"As we're building the analysis with MMIT, the collaborative conversations we're having are very useful to my team in terms of thinking through all the nuances of access," said the vice president of market access. "MMIT has reliable data, but what's even more important is how responsive they are to addressing our challenges and helping us get the data we need to achieve our goals."

Once the company launches its combination therapy, the company also plans to implement MMIT's [Surveillance](#) tool, which will provide its account managers with real-time alerts about access changes across payers and channels.

"Access is always evolving and complicated. Using these tools helps us empower our team, so we're sharing accurate information with our customers," said the company's vice president of market access. "If a provider believes a certain payer isn't covering our drug but we see a policy and can confirm the existence of recently paid claims from that payer, we can eliminate misinformation and confusion for prescribers."

As the company has a small team of national account directors, the Surveillance dashboard will help them track policy updates and monitor key accounts in the hectic post-launch timeframe. "We can't be everywhere at once," said the company's director of national accounts. "Having Surveillance to keep an eye on coverage changes is invaluable. It will help us build coverage confidence for our end users, and also for our team as we move forward."

As the manufacturer grows its portfolio and expands into other therapeutic areas, its leadership team expects to continue its partnership with MMIT to help them navigate the complexities of market access.

"Ultimately, what I find consistent about MMIT is its platform, data integrity, and customer service," said the executive director of market access. "During the RFP process, you can tell pretty quickly who's going to be a partner and who isn't. At the end of the day, we chose the vendor we knew would be reliable and work collaboratively with us."

Integrated Data for Transformative Insights

Learn more about the coverage and restrictions data in our [Analytics](#) database and the payer contacts and relationships data in our [Payer Landscape](#) solution. See how MMIT's [RWD Visualizations](#) use coverage, claims, lab and pathways data to reveal hidden barriers to access.

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