



CASE STUDY

DRUG LAUNCH PLANNING: USING ANALYTICS TO OVERCOME MARKET ACCESS CHALLENGES



OVERVIEW

A small pharma company leveraged MMIT's Analytics platform to drive its messaging with healthcare providers as it launched its first commercial product at the start of the COVID-19 pandemic. Analytics helped it:

- ✔ Identify changing coverage policies during the first critical months of its drug launch.
- ✔ Gather essential information about coverage wins to communicate to healthcare providers.
- ✔ Target messaging to key payers.

CHALLENGE

A small pharma company launched its first commercial product in March 2020, just as the COVID-19 pandemic was spreading across the U.S.

"You know what it's been like living in this COVID environment. Imagine trying to bring a new solution to market to address a high unmet need in this particular pandemic," says the company's vice president of market access.

"Our representatives are trying to introduce and build confidence with doctors" that the drug may be a solution for certain patients, he explains. "It is very important that if a doctor makes a decision to place a patient on the therapy, that they have confidence that

the 'script-to-fill' process is right," the executive adds.

That process involves several hurdles, starting with the formulary, or list of medications that is covered by each health insurer or PBM, and continuing through access restrictions such as prior authorization or step therapy and potential cost barriers at the prescription counter.

"There's nothing more devastating to a patient who thinks there may be hope to go through a process only to be kicked back by their health insurer because the information wasn't correct or accurate," making it impossible to access a potentially life-changing medication.





SOLUTION

“It’s MMIT’s data that helps us better understand the market dynamic of access,” the vice president of market access says. **MMIT’s Analytics platform** tracks shifts in coverage and payer policies for brand drugs and their competitors, allowing pharma companies to assess comprehensive formulary, medical policy and restriction information for all drugs in the class.

“Everyone at MMIT is making an impact on individuals,” says the market access executive. “The information is so critical to that ‘script-to-fill’ process; MMIT is contributing very directly to the ability of patients to be treated.”

The manufacturer relies on the quality, accuracy

and timeliness of MMIT’s data, “because the doctors need to be assured and the patients need to be assured that when that prescription goes through that they have a real chance to start therapy.”

And it has been successful: the pharma company recently reported that its flagship therapy has coverage from payers with more than 95% of covered lives in the two channels that are most likely to have patients with the condition.

“We need doctors to fight the good fight so that any patient who needs the therapy can get the therapy, and MMIT plays a key role in that process,” the executive says. “We need MMIT to help us fulfill our mission for our patients.”

MMIT’S ANALYTICS SOLUTION delivers the most comprehensive formulary, medical policy and restriction information to evaluate patient access for your brand and competitors. You can use Analytics to predict payer and PBM responses to new drug launches, analyze pharmacy and medical benefit landscapes, anticipate shifts in market share by analyzing historical trends, and validate changes in payer policies and understand the impact to your brand’s market position.