CASE STUDY

Improving Patient Access With Analytics and Payer Landscape

How One Pharma Company Relied On MMIT's Data and Expertise to Overcome Access Hurdles

As the cost and number of rare disease therapies has increased, payers have responded by placing many treatments in the highest cost-sharing tier, with extensive restrictions. One rare disease manufacturer leveraged MMIT's Analytics solution and Payer Landscape platform to identify coverage changes and build stronger payer relationships.

Scenario

For one midsize pharma company in the oncology and neuroscience therapeutic areas, the past decade has been a period of exponential growth. In the beginning, the company had just a handful of account managers, and they struggled to track shifts in payer coverage and policies. Identifying opportunities to increase access was difficult, as the team lacked the resources to dive deeper into brand performance metrics.

"Now that we're more well-established, we're probably 10 times larger than we were in 2015," said the director of the company's payer account team. "The need for market access data arises not just from within our company, but also from our stakeholders. They want to know more about us and our competitors, and they want to get that information from one trusted source."

Once the company began to face market share competition, its leadership team decided it was time to find a single vendor for comprehensive market access data. They wanted a partner to help them analyze the pharmacy and medical benefit landscape and drive successful provider education campaigns for their products.

Solution

In 2020, the company implemented MMIT's **Analytics solution**, which provides comprehensive formulary, medical policy and restriction information to help pharma companies evaluate access for their products and their competitors' products.

"Our company is a melting pot of people from startups to big box companies, and everybody brought their collective experiences with data analytics vendors to the table," said the company's director of payer accounts. "The decision to go with MMIT was a global one, with input from key members of our sales, finance and senior leadership teams."

The company's MMIT Analytics users are now well-versed in the nuances of payer policy and restriction data, as they use the system to track access across all channels, PBMs, plans and employers to make data-driven decisions to improve access. Plus, the company values the transparency of how MMIT organizes, validates and represents policy and restriction data. When account executives understand how MMIT gathers its lives and counts dual-eligibles, for example, they can more accurately explain the meaning of the data to a customer.

In 2023, the company also implemented MMIT's **Payer Landscape**, which allows its account managers to segment payers by market share, line of business, geographic region and other differentiators. Several months into the launch, the company has some super users and others who are more cautious adopters.

> "The best thing about Analytics is that it's not just a data tool, but it's also an interaction. With MMIT, we have experts in our back pocket that we can consult with to give us a quick gut check. A lot of this data is used by many companies, but **MMIT gives us expertise, people dedicated to our company that we can talk to at the drop of a hat.**"
>
> *— Director of Payer Accounts*

"Our Landscape super users are the ones who don't have as much account management experience, who don't have a treasure trove of information at their fingertips," said the company's director of payer accounts. "It's been really great for our up-and-coming account executives, who no longer have to go to their peers all the time to get this payer data."

With Payer Landscape, the company now has one trusted platform to track payer intelligence, which helps improve operational efficiencies. Account managers keep their payer accounts updated within the system, making accurate information readily available to the company's senior leadership team and marketing department.

"Part of what we do in payer relationship-building is to prevent negative things from happening," said the company's director of payer accounts. "It's hard to document, but building a strong relationship with a payer can be a contributing factor that leads to our product not being removed from their formulary." The company is able to track the nuances of these payer relationships within Payer Landscape, which leads to greater visibility for their account team's activity.

Success

"If you think of us as the Nancy Drews and the Sherlock Holmes of the industry, MMIT is really the fingerprinting process," said the company's director of payer accounts. "It's what we use to identify policies in detail and come to a conclusion about the best strategy to use for each of our accounts."

For pharmaceutical companies preparing to partner with a data analytics vendor, the company has some helpful advice. "There's no substitute for live conversation with a vendor's subject matter experts," said the company's director of payer accounts. "If you commit to sharing information back and forth, you're going to get a lot of out your analytics tools."

The company holds weekly check-in calls with the MMIT team to share real-time information about their payers and PBMs, which has helped them be successful in fully utilizing market access data to drive prescriptions. They've also designated one person on the payer account team to collate and share end user feedback, which has helped the collaboration uncover greater utility for the MMIT tools.

"These calls are probably the single most useful tool for us to stay accountable to both our strategy and tactical execution," said the company's director of payer accounts. "If we have questions and comments, they're happening in real time. We find that we get to the solution a lot quicker this way."

MMIT's expertise will be invaluable in the coming months as the company prepares for the market entry of several new competitors, including a few multi-source generics. At the same time, the company is also conducting its strategy planning for the launch of a new oncology product.

"As we continue to navigate this ever-changing market, we'll be using MMIT's data more than ever," said the director of payer accounts. "The questions we ask may be different as the situation changes, but we'll keep looking to MMIT for its collective horsepower and knowledge."

Integrated Data for Transformative Insights

Learn how MMIT's Analytics solution illuminates current payer coverage, policies and restrictions, while our Payer Landscape tool helps you segment, engage, and reach key payer decision-makers.

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