MMIT
a norstella company

CASE STUDY

Smoothing Patient Access in Rare Disease

How One Small Biopharma Company Leveraged MMIT's Market Insights To Engage Payers, Educate Providers and Secure Coverage

Commercialization can be a difficult lift for smaller biopharma manufacturers. Without extensive resources to invest in channel strategy, pricing and commercial readiness, these companies need market data and insights to help them realize their full potential.

Before its first commercial launch, one small biopharma company partnered with MMIT to gain payer and market insights that helped the company refine its messaging, track evolving coverage and restrictions, and achieve access for its patients.

Scenario

In 2022, a clinical-stage biopharmaceutical company was on the verge of gaining approval for its first commercial asset, a therapy to treat a rare pediatric disease.

"The condition we treat is truly devastating for children and their parents," said the company's vice president of market access. "Patients as young as three months old can have multiple seizures a day. You can imagine how life-changing that is not only for the child, but for the entire family."

As the company prepared for launch, its leadership team sought advance insights about the drug assessment process. The company knew that payers and compendia would conduct a full clinical evaluation of its therapy well before the P&T committee meetings commenced. The company needed to understand exactly how its clinical data would be evaluated in order to ensure that its therapy met the evidence burden to support payer coverage.

"Just because you have FDA approval doesn't mean there's a clear pathway to access," said the company's vice president of market access. "We knew there would be a six- to eight-month new-to-market NDC block levied by most payers, especially large PBMs. We wanted to get our patients on this life-changing therapy as soon as possible."

Solution

After a thorough vendor review, the biopharma company chose MMIT's Analytics solution to provide its sales team with comprehensive payer coverage, medical policy and restriction data. As the team also needed immediate insights into changing coverage, the company also selected MMIT's Surveillance offering, which provides real-time alerts about updated policies.

In 2023, the company's treatment became commercially available. With the help of MMIT data, the company's sales team targeted likely payers for direct engagement, educating committee members to ensure they understood the evidence they read.

"The MMIT Analytics and Surveillance tools give us perspective on the payer landscape," said the company's president of access strategies. "We can see existing coverage policies for a market basket of products that includes our drug in addition to our potential and adjacent competitors, so we can understand their path to market access as well."

Once a payer or PBM writes a medical policy that includes the company's therapy, the work of ensuring patient access begins.

"We use MMIT's policy and restrictions insights to help us score policies based on their level of restrictiveness. This is incredibly important, because we need to understand if patients are actually achieving access," said the company's president of access strategies. "Are these policies reflecting our label, or are they more restrictive than our label? This helps us decide whether we need to engage payers for further discussion."

> *"The most helpful aspect of our partnership is that MMIT thinks about what we aren't thinking about. They're an extension of our team. MMIT shows us what's going on behind the scenes so we can realize the potential of our therapy."*
>
> Vice President of Market Access
> Small Biopharma Company

Success

Ten months after bringing its therapy to market, the biopharma company asked MMIT to conduct a Rapid Response survey to explore payer perceptions of its therapy. "We wanted to know how payers responded to the level of evidence we had," said the company's vice president of market access. "How were utilization management controls reflecting some of the requirements identified in our clinical trials?"

One of the Rapid Response findings concerned payer perception of genetic testing. The survey revealed that most payers were requiring patients to have a genetic test to confirm the existence of the mutation that triggers the condition. "Knowing that is critically important for us, because now we can educate providers about ordering this test before they prescribe the therapy," said the company's vice president of market access.

After refining both its payer messaging and provider engagement strategies, the company began to see greater utilization for its therapy.

"With startups, you're often asked to do more with less, which can make it difficult to realize the potential of a given drug," said the company's president of access strategies. "MMIT translates the foreign language that is market access and gives us insights that support our payer segmentation, prioritization, and engagement."

Although the biopharma company is a small organization with limited resources, its future is bright. Clinical trials testing the efficacy of two additional therapies are underway. "We're hopeful that these therapies will provide even more children with the potential for developmental gains over the course of their lifetime," said the company's president of access strategies. "My job is to disrupt the roadblocks payers place in front of patients and providers and create a clean path to our product."

To accomplish its goals, the company will continue its partnership with MMIT, as it finds great value in not only MMIT's data, but also its expertise and guidance.

"The most helpful aspect of our partnership is that MMIT thinks about what we aren't thinking about," said the company's vice president of market access. "They're an extension of our team. MMIT shows us what's going on behind the scenes so we can realize the potential of our therapy."