



CASE STUDY

# Tracking Coverage and Policy Changes in Women's Health



How One Pharma Company Used MMIT's Analytics, FormTrak and Rapid Response to Evaluate Patient Access and Drive New Prescriptions

*For manufacturers of specialty drugs, understanding the nuances of payer policies and restrictions is essential for ensuring patient access. But in drug categories dominated by low-cost generics, pharma companies do not often have extensive knowledge of the coverage landscape.*

*When one small pharmaceutical company wanted to reassure physicians that its product was a good choice for patients, it partnered with MMIT to better understand and communicate coverage shifts to providers.*



## Scenario

One small pharmaceutical company had a single product on the market in women's health. While the company's product boasted significant differentiators from the competition, physicians weren't always aware of its value proposition—nor were they familiar with its reimbursement profile.

The company wanted a single source of market access data, plus a promotional tool to provide reliable, practice-specific coverage data to share with targeted providers.

To complicate matters, this therapeutic area is particularly susceptible to changes in the political climate. The company needed access to short-term market research to investigate how payers were responding to potential legislation, policy shifts, and reimbursement mandates.



## Solution

In 2020, the company implemented MMIT's [Analytics](#) solution, which provides comprehensive formulary, medical policy and restriction information to help manufacturers evaluate patient access for their brand and its competitors.

"This is the third product launch I've been involved with where we've used MMIT to get an early sense of the market access landscape," said the company's senior director of marketing. "Right now, we're anticipating some significant changes in access in the coming months. Analytics helps us track coverage not only for our product, but for all branded competitors in our therapeutic area."

The company's market access team also uses the solution to analyze the pharmacy benefit landscape and view historical formulary changes. "As most of the manufacturers in our category don't do contracting, the changes that do occur are generally tied to policy changes," said the company's vice president of market access.

The manufacturer also implemented two of MMIT's promotional solutions, [FormTrak](#) and [Coverage Search](#), to better communicate access wins and share product messaging with HCPs. The tools help the field sales team emphasize the depth of their product's coverage across a provider's patient population.

"When our sales team meets with a doctor, they generally only have two or three minutes to talk, so we keep our messaging at a very high level," said the company's senior director of marketing. "We've found that 9 out of 10 doctors don't understand the nuances of access and all the different formularies. They just want to know if the product is covered by CVS Caremark—yes or no."

"If you're really interested in understanding your formulary status, and you're in a category where that's important to providers, there's not another source that can give you the information MMIT provides. **The data is invaluable, both at the individual rep level via Coverage Search and FormTrak, and at the category level, where you can look across the board via Analytics.**"

— Vice President of Market Access  
Small Pharmaceutical Company

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To meet its market research needs, the company also engaged MMIT's [Rapid Response](#) team to conduct customized surveys of a representative sample of payer and PBM decision-makers. For each survey, the team received quantitative insights that helped shape their market access strategy.

"The MMIT team does a great job of designing questions so they're not influencing how payers respond, which means the answers you receive can be trusted," said the vice president of market access. "The team is also very quick about selecting panelists, fielding the survey questions and getting you results."

## Success



With MMIT data on hand, the company has a clear picture of how payers are responding not only to their product, but to their competitors.

"There are so many therapies in this space, but now we can stand in front of our salesforce and say listen, we have coverage that's every bit as good as any other branded product," said the company's senior director of marketing. "With this data, we know where we are strong and which areas we should be focusing on to improve."

Despite turnover among the company's sales team, even new field reps quickly become accustomed to using MMIT's promotional tools to drive their discussions with HCPs.

"When we've had a change in commercial or Medicaid coverage, we use Coverage Search to make sure all our customers get a copy of the FormTrak card to reinforce our access messaging. We run a blitz campaign!" said the company's senior director of marketing. "Some reps also use Coverage Search to do pre-call planning before they meet with a provider."

As for the team's market research, the company is finding the results useful in refining their market access approach. For each of the three Rapid Response surveys they've run, the company was able to target certain types of payer panelists based on size, channel and other attributes.

"In our class, many products are required to be covered at zero copay, but those policies are not always followed by payers," said the company's vice president of market access. "We used our first Rapid Response survey to identify how many payers were aware of a certain policy and intended to implement it. The results helped us dialogue with payers about the need to abide by these policies."

As the company waits to see what the future holds, the company's market access team will continue to rely on MMIT's data and expertise to help guide its growth strategy.

## Integrated Data for Transformative Insights

For actionable answers to your key business questions, learn more about MMIT's [Rapid Response](#) market research. Visit our website to see how MMIT's [Analytics](#), [FormTrak](#) and [Coverage Search](#) solutions can help you track payer policies and communicate access details to providers.

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