



USE CASE

View Payer Responses in Real Time with MMIT Engage



How One Pharma Manufacturer Used MMIT Engage to Clarify Payer Coverage Criteria for Rare Disease Products

A pharmaceutical manufacturer with a recently launched therapy needed a better understanding of how payers determined utilization management for expensive new treatments in the rare disease category.

The manufacturer needed to:

- *Understand which factors influence payers to cover a product's off-label use*
- *Identify appropriate market access analogs for its therapy*
- *Determine whether to seek a new FDA indication in rare disease*

Challenge



The manufacturer needed immediate feedback from payer decision makers to help it decide whether or not to commit to the process of applying to the FDA for approval of a new indication. The manufacturer wanted qualitative payer data to help its leadership team answer a few urgent questions.

Solution



The manufacturer chose MMIT's Engage solution for quick payer insights. MMIT recruited a representative mix of five P&T decision makers from two large national plans, two regional plans, and one pharmacy benefits manager. Through an interactive discussion board, the manufacturer asked two questions:

- What factors lead your plan to make a coverage decision of "beyond the label" in the prior authorization?
- Describe situations in which coverage is currently "beyond the label."

Outcome



After the first day of discussion, the manufacturer asked two more follow-up questions in response to the payers' comments. The data revealed that while many payers may cover off-label uses based on the strength of the clinical evidence, they would still require patients to step through any preferred alternatives to the off-label therapy.

After this brief, four-day engagement, the manufacturer had the information it needed to decide whether to engage in the costly, time-consuming process of seeking a new FDA indication for its therapy.

Get Immediate Feedback from Payers and IDNs

MMIT Engage provides **timely insights into payer and IDN perspectives** to help you make wise business decisions.

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