

MMIT's API Supports Informed Coverage Conversations with Payers



Overview

A life sciences agency was developing an online portal to help payers and pharmaceutical companies exchange information, evaluate coverage and restrictions, and engage in productive conversations. The agency wanted to:

- ✓ Provide users with formulary, medical policy and restriction data.
- ✓ Enable plan-by-plan comparisons and sorting by indication, restrictiveness, and other factors.

Challenge

As the agency had not yet launched this innovative portal, its leadership team was cautious about overspending on the back end. The agency wanted to purchase accurate data for ingestion, but did not want to commit to the price associated with a data feed. Scalability was important, as the agency expected its need for data would grow hand-in-hand with portal utilization.

Solution

The agency purchased MMIT's API, which delivers comprehensive formulary, medical policy, and restriction data for ingestion into the client portal. As payers and manufacturers interacted with the portal, they are able to pull up payer policy details to answer their queries in real time. For listed therapies, users can see applicable step therapy restrictions, as well as prior authorization criteria and relevant policies.

Outcome

The API provides the portal's payer users with detailed information about how other payers are covering drugs within a particular indication. At the same time, the portal's pharma users can pull comparative regional coverage data to support their payer conversations.

Ten months after launch, the portal is a success. Best of all, the API solution is imminently scalable to meet the agency's evolving needs.

MMIT's API provides healthcare agencies, consultants and solution vendors with accurate, timely data to feed their commercial offerings.

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