



Toolkit: Monitor Payer Messaging Perception

Why it matters to you

Understanding the full payer landscape is crucial to developing your brand strategy and improving patient access. You need actionable insights that you can trust to guide your decision-making and optimize your resources. What if you could monitor and elevate your message strategy with direct insight from the payers you care about most? What if you could be the first to know key competitor contracting changes?

**LOOK INSIDE TO SEE HOW TO
MONITOR PAYER MESSAGING**

5 ways to optimize your message strategy and drive sales

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Understand messaging themes across your therapeutic area and uncover differentiation

Cost Effectiveness

"ICER shows that Dupixent is the **most cost-effective treatment**, dominating upadacitinib. While baricitinib and Adbry **are less costly, they are also less effective**. Additionally, while short-term comparative trials may show slight efficacy advantages with JAK inhibitors, **those advantages narrow** over the long-term horizon."

Payer Thoughts: "I would agree that Dupixent is the most **cost-effective treatment** in the class, and would like to see it used before other biologics/JAK inhibitors."

STEP 1: Determine how you will capture the content of the meetings your reps and competitors' reps are having with payers



STEP 2: Bucket messaging themes (such as cost and dosing) to understand the factors that your competitors are focusing on.

STEP 3: Review opportunities to provide unique, tailored solutions to payers.



STEP 4: Prioritize areas of differentiation and develop strategy based on what resonates with payers most.

Evaluate payer perceptions of your messaging and value proposition

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STEP 1: Obtain honest feedback from payers to understand overall message deliverability, message credibility and message relevancy for the themes that matter most for your brand.

STEP 2: Optimize for timely capture and fresh message data to learn and react as close to real-time as possible.

STEP 3: Bolster inline messaging strategy and tailor messaging to maximize payer reception.

STEP 4: Adjust messaging based on direct feedback. Monitor frequently.

STEP 5: Enhance brand messaging through aided messaging and follow up interactions with key payer decision makers.

Contracting

"Ahead of our upcoming review of atopic dermatitis/type II inflammatory, we **finalized contracting discussions** on the Abbvie portfolio including label update for coverage of Rinvoq in AD. We **reviewed PA criteria** with a specific focus on Rinvoq use after a systemic agent including a biologic, being interpreted as not having to fail a mandatory biologic step that could be medications like methotrexate, cyclosporine, cellcept etc."

Payer Thoughts: "Very interested in this new option for AD as an alternative to market share leader, Dupixent, as a way to **have options for patients and providers**. Cost with Rinvoq is an issue as the class has **a much higher total cost than Dupixent.**"

5 ways to optimize your message strategy and drive sales

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Be the first to know when your competitor may begin to contract with key payers

STEP 1: Track competitive messaging **and counter accordingly.**

STEP 2: Realize key areas of opportunity when it comes to competitive contracting with your target payers.

STEP 3: Develop and alter call lists based on competitor activity.

STEP 4: Exploit competitor mishaps and allocate resources based on specific payer needs and requests.

Clinical Data

“Pfizer presented **clinical findings** on their recently approved product, Cibinqo (abrocitinib). Cibinqo is an oral Janus Kinase (JAK) inhibitor that was FDA approved for the treatment of Atopic Dermatitis (AD). Cibinqo will be reserved for refractory and moderate to severe cases. Pfizer reviewed the Trial-AD-1 and Trial-AD-2 findings that showed **significant efficacy over placebo** when used as a 12-week monotherapy.”

Payer Thoughts: “Pfizer’s Cibinqo was one of two oral JAK inhibitors approved by the FDA in January of 2022 for the treatment of AD. The other JAK inhibitor approved for this indication was AbbVie’s Rinvoq. Cibinqo and Rinvoq are **expected to compete for the refractory market share** in this population. However, both products are expected to do well in sales.”

Parity Access

“With the recent **approvals of alternative biologic agents** for every indication of Dupixent, Sanofi is concentrating on marketing Dupixent to **secure parity access**. Alternatives to Dupixent discussed included Adbry, Rinvoq, and Cibinqo. We discussed the FDA approved label for Jaki and indication behind systemic agents including biologics, whether that could mean the JAK’s would be positioned behind Dupixent. We reviewed PA criteria, including number of required steps and classes of medications used for ST.”

Payer Thoughts: “**Very contentious**, Sanofi does not seem to **understand our needs** and only seems to be **looking out for their own business interests**. They feel that Dupixent is SOC and superior to all others even though data is lacking and ICER/Ispor models have labeled biologic therapy as not cost effective. They do not believe we could move against them.”

AVOID Making assumptions. Avoid decision-making without unbiased payer messages

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AVOID Missing opportunities to ask questions to better understand payer perceptions



About MMIT

MMIT is a product, solutions and advisory company that brings transparency to pharmacy and medical benefit information. MMIT partners with PBMs, payers and pharmaceutical manufacturers from P&T to point of care. We analyze market access trends and market readiness issues, while providing brand and market access solutions to navigate today's rapidly changing healthcare market.

Our team of experts focuses on pharmaceuticals, business drivers, market intelligence and promotional behavior. Our products and services support brands approaching launch, commercialization efforts, pre-P&T market planning, launch strategy and readiness. We partner with hundreds of payers and manufacturers ensuring that our products continually capture and analyze formulary coverage and restriction criteria for more than 98% of all covered lives.

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