



# 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

### Contracting

"In a clinical study of 1400 patients, half were given Nurtec and half a placebo to treat their migraines. **58% were pain free and free from symptoms** in 2 hours vs placebo. Benefits were sustained for 48 hours. The average cost for 1 Box, 8 tablets is \$1,112.09."

**Payer Thoughts:** "The **outcome study is impressive and shows good results** for the medication. The **cost is relatively high** but can address that issue in the contracting process."

**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.

### Cost Efficacy

"Treatment of migraine requires 1.4 tablets of Ubrelvy versus 1 tablet of Nurtec. One pack of Ubrelvy treats 7 migraines whereas one pack of Nurtec treats 8 migraines. **Nurtec ODT is associated with greater cost-efficacy.**"

**Payer Thoughts:** "A **greater amount of Ubrelvy is required** for utilization than Nurtec for a migraine episode. Will need to look at our data again to **compare cost efficacy** of treatments. When looked at financials previously with internal data, **it was a wash** between the two products and their cost-efficacy."

## 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.

### Formulary Placement

"This was a follow up to **discuss formulary placement**. Compared to the other dihydroergotamine products, Trudhesa is **less expensive on a cost per dose basis**. There is a contract in place with the PBM that allows for **non-preferred single step, non-preferred double step, and preferred**. The WAC cost is less than competitors."

**Payer Thoughts:** "The DHE products for migraine are not frequently utilized. There are **more effective lower cost options like triptans**. The CGRPs have a **better safety profile**. Given these things a placement on formulary is **not preferred**. I was aware of the contract with the PBM but not of the different options."

### Value Proposition

"Impel Pharmaceuticals provided a **full clinical presentation** on their product, Trudhesa (dihydroergotamine mesylate). Trudhesa's precision olfactory delivery of the product results in **faster responses than orals** and **reduces gastrointestinal adverse events**."

**Payer Thoughts:** "Impel Neuropharma provided a **cost comparison** between Trudhesa (\$212 WAC per dose) versus Dihydroergotamine nasal solution (IV) with a WAC of \$300 per dose. The financial information was forwarded to our Analytics team to verify cost differences and assess the strategy in the migraine class. The **precision olfactory delivery system** combined with a lower WAC cost could see a **preferred position** for Trudhesa in the currently active migraine space."

**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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