



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

1

Understand messaging themes across your therapeutic area and uncover differentiation

Safety Warnings

“Went over the RA **disease state** and **background of treatment options**.

Introduced Xeljanz and MOA; followed by safety and efficacy data. Additionally addressed new FDA warning.”

Payer Thoughts: “It was very informative, cardiac toxicity was discussed which gave a clearer picture for the black box warning issued by FDA.”

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

2

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.

Prior Authorization

“Olumiant was FDA-approved for its first indication of RA in 2018. Olumiant had a **more recent label update** to state the approval is after an inadequate response to one or more TNF inhibitors. The label update was based on class-wide safety findings for JAK inhibitors.”

Payer Thoughts: “I will be updating our **prior authorization** criteria to reflect the update to the label.”

5 ways to optimize your message strategy and drive sales

3

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.

Interchangeability

“Hadlima is a **biosimilar of Humira** and will have the multiple indications that Humira has. The manufacturer walked through the PK studies for each indication to show that it had equivalent PK and immunogenicity to the originator product. **Switching studies** are also underway and will be utilized for the interchangeability status request that is expected to be verified in early 2024, whereas the product will be available with biosimilar status only beginning in July 2023.”

Payer Thoughts: “The presentation was effective, accurate, and provided us the information that we needed. As we already have full confidence in the biosimilar approval pathway, we were pleased to see the PK and switch study that supported the **utilization of this product** as an alternative to Humira.”

Clinical Data

“Abbvie scheduled a meeting with us to present data on **Humira biosimilars**. The biosimilars they discussed were Amjevita, Haduma, Cyltezo, Hulio, Hyrimoz, Abrilada, Yusimry, Idacio, and Yufluma. They presented data around **approval timing, interchangeability, citrate free version,** concentration, needle size, and latex-free formulations. It was interesting to see this data and how this will compare to their Humira product.”

Payer Thoughts: “It was very interesting to see all of these biosimilars and how they compare to Humira. Currently out of all products they presented, Cyltezo is the only one that is **interchangeable with Humira.**”

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

4

5

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.

Learn more at <https://www.mmitnetwork.com>

© Managed Markets Insight & Technology, LLC. Contact support@mmitnetwork.com