

# Optimising Payer Engagement Planning through use of Digital Media

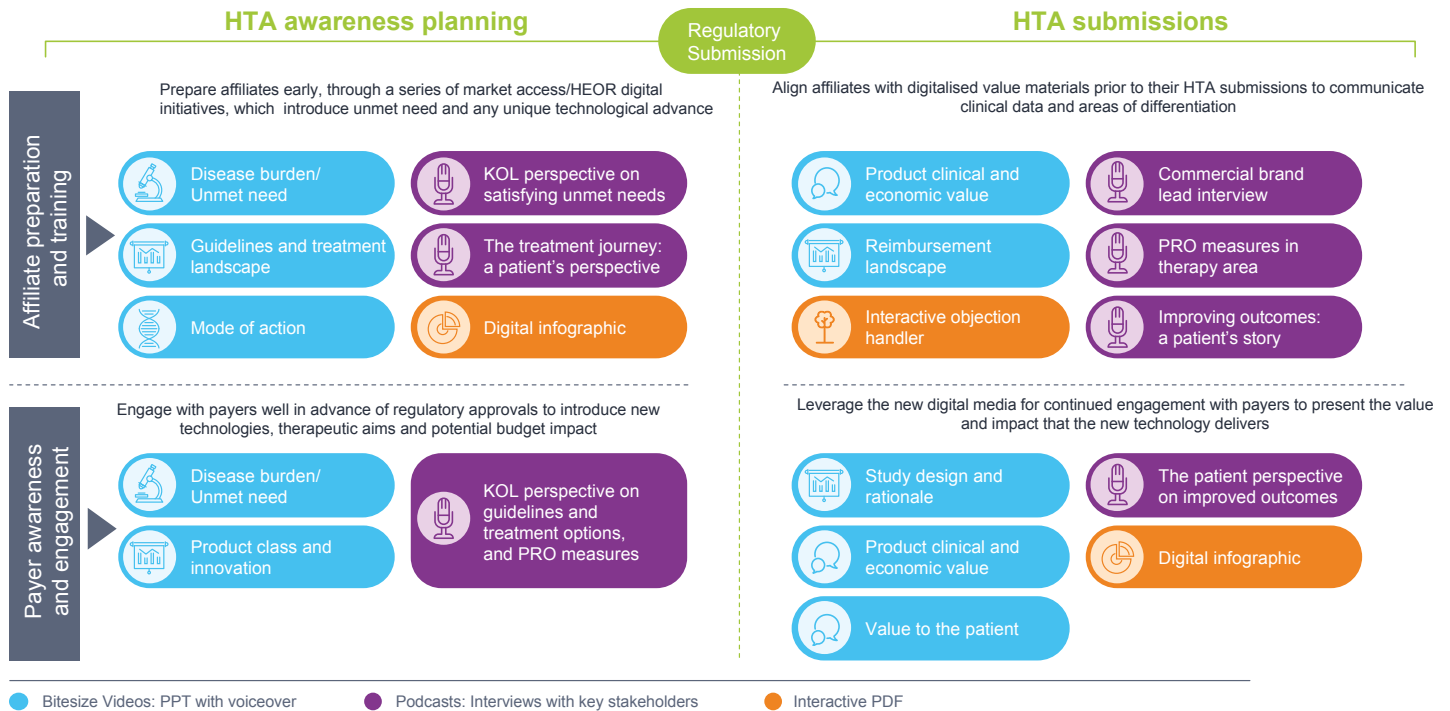
## How has the market for value and evidence communication evolved for the new complex therapeutics?

- As we have moved through the 21st century, we have seen an increased number of new technologies emerging with a range of targeted therapeutic mechanisms and often a requirement for carefully identifying eligible patient populations. In one year alone, there was a 47% increase in Global R&D products for gene therapy, and a huge 78% growth in R&D products for cell therapy.<sup>1</sup>
- **Alongside these developments, we have also seen a shift in the adoption of communication channels, moving from traditional channels towards emerging digital communication platforms, including social media networks.** Previously, these have not been considered normal channels for value and evidence communication exchange between market access and HEOR teams, payers, policy makers and health technology assessment (HTA) bodies. However, the restrictions on traditional interaction surrounding the COVID-19 pandemic have accelerated the adoption rates of these digital channels as people sought virtual alternatives. This shift in how scientific value is now being exchanged among the stakeholders is creating a new window of opportunity.
- **Now, it's time to intelligently leverage this new window to communicate innovation in an enhanced way, ensuring that the value communication and differentiation goes back to the science.**

## How can we harness and articulate the complex nature of payer value stories with the use of digital media?

- Being able to demonstrate innovation over the standard of care for a new therapy is a requirement of many HTA bodies and payers. When the scientific foundation of a new complex mechanism of action (MOA) is articulated in a compelling and informative way, it builds the fundamental knowledge needed to be able to digest the value story.
- **We know that this pandemic has caused information and digital fatigue.** Therefore, the use of digital media needs to be forward-thinking and have a thoughtful approach. For example, using video technology coupled with a creative thought process takes the payer or HTA body on the journey from identifying the eligible patient to how the MOA, when used in the right patient, translates to positive efficacy outcomes and manageable safety profiles. But video is not the only medium this new window of opportunity has given us. We can now shape the discussion using richer online media such as podcasts, interactive infographics and animated short/bitesize videos to bring a personalised experience to this payer audience.

Figure 1: Examples of digitalised market access deliverables



HTA, health technology assessment; KOL, key opinion leader; PRO, patient reported outcomes.

## Before external socialisation with key stakeholders (payer, HTA bodies and policymakers), internal communication must be strategically planned and executed.

- The speed of innovation and the influx of products within crowded markets is making it increasingly important to plan engagement with payers and policy makers well in advance of regulatory approvals and HTA submissions. **As a result, early internal (global and affiliate) digital payer communications must be an integral part of a launch strategy.** This early preparation will allow pharma to leverage policies such as the FDA pre-approval information exchange and the UK Horizon Scanning Service, among others, at the right time to optimise the launch strategy.
- Based on our experience, there are several market access and HEOR digital initiatives that can start taking place as early as 18 months ahead of a planned launch, before the clinical data set is fully available. These can then be supplemented in a modular way as more clinical data become available.

- This is particularly relevant when dealing with a new and complex therapy area for the market access and affiliate teams, who will be required to interpret and further communicate with payers and policy makers and engage with patients as appropriate. These initiatives need to be aligned with external facing materials as mentioned above; internal teams need to be trained with the confidence and ability to leverage the new digital media during conversations with decision makers. We know that conversations do not stop after a successful HTA / reimbursement submission, as regional and local payers want to clearly understand the impact that a new technology will have in their specific area.
- **Therefore, it is vital that the digital media is nimble and flexible to ensure the right value story is being presented to the right decision maker at the right time leading to a positive patient access, which in turn will drive improved patient outcomes.**

1. Lloyd L. Pharma RD Annual review 2020 White paper. Available from: <https://pharmaintelligence.informa.com/resources/product-content/pharma-rd-annual-review-2020-whitepaper>. [Accessed 5 May 2021].

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Prime Access is a strategic and tactical market access, value evidence and patient voice consultancy that can assist you in the strategic planning, development of the content, the digitalisation of materials and the forward-thinking roll out campaign.