

# Case Study: Payer Feedback on Investigational Product

## Client

A client with an investigational gastrointestinal product needed to characterize the commercial potential of the product in preparation for an FDA meeting and to inform their go-to-market strategy.

## Objectives and Approach

Telephone in-depth interviews were conducted with pharmacy directors and medical directors representing national and regional providers at commercial MCOs and HMOs, Medicare and Medicaid providers, and PBMs. Specific objectives included:

- Assessing payers' view of benefits to their organizations
- Assessing how pharmacy and medical directors view the product profile
- Determining what tier the product will likely be placed upon launch
- Assessing payers' view of increased compliance due to fewer side effects or convenience of time of dosing
- Exploring how pricing/ contracting may play into payers' decision-making
- Understanding how MCOs view off-label use of products

## Discussion Flow

### Formulary Procedures

- Role in formulary development/ changes in formulary status
- Formulary development processes/ procedures



### Formulary Considerations

- Factors contributing to formulary status
- Reasons for formulary restrictions (prior authorization, step edits)
- Attitudes regarding off-label use



### Reduction of Hospitalizations

- Degree to which hospitalizations factors in making formulary decisions



### Product Profile Assessment

- Overall impressions
- Advantages/ disadvantages
- Theoretic formulary placement



# Case Study: Payer Feedback on Investigational Product (continued)

## Deliverable Example

