Are you accounting for payer perspectives in early stage development strategy?

**From Pipeline to Patient**

- 3 in 4 payers have a prior authorization requirement for a specialty drug, often with a well-defined utilization management criterion.
- 18% of pipeline candidates reach Phase 1 trials and only 12% receive FDA approval.
- $425m invested in FDA approved drugs R&D and trials.
- 11% of increase in R&D investment by top pharma in 2020-2021 – biggest rise in 5 years.

**Why you cannot ignore payers during pipeline development**

The importance of factoring in payer perspectives and reimbursement dynamics has become more critical than ever. Gain access to formulary, medical policy, and current and anticipated payer restrictions to create a full picture of payer behaviour.

**One Trusted Source**

Payer decision making at your fingertips.

- 7000 Health Plans
- 3000 Employers
- 98% US Covered Lives
- 200+ Indications/Drugs
- 162 Total IDN panelists (105 organisations represented)
- 244 Total payer & PBM panelists (215 organisations represented)

With Analytics powered by MMIT, your team will gain access to formulary, medical policy & restriction information to create a full picture of payer behaviour.

**Key Business-Critical Questions**

Best-in-market data to answer throughout the entire product lifecycle.

- What is the current and trended reimbursement landscape within an indication?
- Which indications should I prioritise in my pipeline development for the best return on investment?
- Which route of administration or mechanism of action experiences the fewest reimbursement hurdles within an indication?
- What did manufacturers of successful asset launches do differently within an indication?
- What clinical trial endpoints and value story truly impact payer perspectives and reimbursement dynamics within an indication?

**How Can We Help**

We simplify the payer landscape across US healthcare by making formularies, policies, and restrictions transparent.

**Contact Us**

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