

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

## FROM PIPELINE TO PATIENT

**\$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

**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

**\$183 bn**

The world's largest drug developers investments in R&D, M&A, Licensing Deals, 2021

### 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.



**7 000**  
Health Plans

**3 000**  
Employers



**98%**  
US Covered Lives

**200+**  
Indications/Drugs



**PBM**

**244**  
Total payer & PBM panellists  
(215 organisations represented)

**162**  
Total IDN panellists  
(105 organisations represented)

**IDN**

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?

What clinical trial endpoints and value story truly impact payer perspectives and reimbursement dynamics within an indication?

Which indications should I prioritise in my pipeline development for the best return on investment?

What did manufacturers of successful asset launches do differently within an indication?

Which route of administration or mechanism of action experiences the fewest reimbursement hurdles 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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