

BRAND ACCESS

Marketplace Dynamics: HIV

Marketplace Dynamics: HIV assesses current and future access landscapes for HIV treatments to support effective identification of opportunities and risks for brands.

- What level of influence do payers and organized providers have on access in the HIV treatments market?
- How will payer and organized provider management and contracting for branded HIV drugs evolve over the next two years, and how should companies prepare for these changes?
- How are payers responding to key events in the HIV drugs market, such as new approvals and updated clinical data?

Use **Marketplace Dynamics: HIV** to:

- Closely monitor market evolution
- Recognize access shifts across the payer and organized provider segments
- Assess/predict current and future payer management of the HIV drugs market to develop effective strategies for inline/pipeline brand(s)
- Identify risks for brands, along with opportunities to improve access

Overview and Access Influencers March	<ul style="list-style-type: none"> • Road map for improving HIV brand access in 2020 • Cross-category analysis of prioritization and management of drugs • Analysis of management of the HIV market • Advocacy group influence on health plan management of HIV drugs
Insights on Brand Access at Payers in 2020 April	<ul style="list-style-type: none"> • Payer use of reimbursement and utilization management tactics, along with protocols, to influence drug use and restrict access of branded HIV drugs • Evolving management strategies for branded HIV drugs on the medical benefit • Brand-specific line-of-therapy requirements across HIV indications
Organized Provider Management and Evolving Alternative Payment Models June	<ul style="list-style-type: none"> • Organized provider use of management tools and tactics to guide drug use and specialist treatment decisions • Prevalence of alternative payment models, innovative financial incentives, and performance metrics, and associated impacts on drug access
Contracting Trends and Insights July	<ul style="list-style-type: none"> • Impact and prevalence of contracting within the HIV drugs market • Key contracting terms and factors driving access gains for branded HIV drugs • Evolution of risk-based contracting agreements for branded HIV drugs
Outlook and Insights on Brand Access in 2023 September	<ul style="list-style-type: none"> • Evolution of access in the branded HIV drugs market • Predicted payer and organized provider management tactics for HIV drugs by 2023 • Brand access predictions for particular scenarios

This product may also include relevant market alerts, real-time assessments of recent changes, or market events. EVERSANA reserves the right to change the timing and/or topics of its syndicated research publications.