

## BRAND ACCESS

# Marketplace Dynamics: Multiple Sclerosis

**Marketplace Dynamics: Multiple Sclerosis** assesses current and future access landscapes for multiple sclerosis 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 multiple sclerosis treatments market?
- How will payer and organized provider management and contracting for branded multiple sclerosis drugs evolve over the next two years, and how should clients prepare for these changes?
- How are payers responding to key events in the multiple sclerosis drugs market, such as new approvals and updated clinical data?

Use **Marketplace Dynamics: Multiple Sclerosis** to:

- Closely monitor market evolution
- Recognize shifts in relative influence of payers and organized providers on access
- Assess/predict current and future payer management of the MS drugs market to develop effective strategies for inline/pipeline brand(s)
- Identify risks for brands, along with opportunities to improve access

<b>Overview and Access Influencers</b> February	<ul style="list-style-type: none"> <li>• Road map for improving access for branded multiple sclerosis drugs in 2020</li> <li>• Cross-category analysis of prioritization and management of multiple sclerosis drugs</li> <li>• Analysis of management of the multiple sclerosis drugs market</li> </ul>
<b>Payer Brand Access and Insights in 2020</b> March	<ul style="list-style-type: none"> <li>• Payer use of reimbursement and utilization management tactics, along with protocols, to influence drug use and restrict access of branded multiple sclerosis drugs</li> <li>• Evolving management strategies for branded multiple sclerosis drugs on the medical benefit</li> <li>• Brand-specific line-of-therapy requirements across multiple sclerosis indications</li> </ul>
<b>Organized Provider Management and Evolving Alternative Payment Models</b> May	<ul style="list-style-type: none"> <li>• Organized provider use of management tools and tactics to guide drug use and specialist treatment decisions</li> <li>• Brand-specific line-of-therapy requirements across multiple sclerosis indications</li> <li>• Prevalence of alternative payment models, innovative financial incentives, and performance metrics, and associated impact on drug access</li> </ul>
<b>Contracting Trends and Insights</b> June	<ul style="list-style-type: none"> <li>• Impact and prevalence of contracting within the multiple sclerosis drugs market</li> <li>• Key contracting terms and factors driving access gains for branded multiple sclerosis drugs</li> <li>• Evolution of risk-based contracting agreements for branded multiple sclerosis drugs</li> </ul>
<b>Outlook and Insights on Brand Access in 2023</b> August	<ul style="list-style-type: none"> <li>• Evolution of access in the branded multiple sclerosis drugs market</li> <li>• Predicted payer and organized provider management tactics for multiple sclerosis drugs by 2023</li> <li>• Brand access predictions for particular scenarios</li> </ul>
<b>Distribution Models and Use of SPs and PBMs</b> October	<ul style="list-style-type: none"> <li>• Transition to new sites of care for office-administered drugs</li> <li>• Role of PBMs and SPs in product selection, distribution, and management</li> </ul>

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.

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