

BRAND ACCESS

Marketplace Dynamics: Respiratory

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

Use **Marketplace Dynamics: Respiratory** to:

- Closely monitor market evolution
- Recognize access shifts across the payer and organized provider segments
- Assess and/or predict current and future payer management of the respiratory 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 February	<ul style="list-style-type: none"> • Road map for improving access for branded respiratory drugs in 2020 • Cross-category analysis of prioritization and management of respiratory drugs • Analysis of management of the respiratory drugs market
Insights on Brand Access at Payers in 2020 March	<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 respiratory drugs • Evolving management strategies for branded biologics on the medical benefit • Brand-specific line-of-therapy requirements across respiratory indications
Organized Provider Management and Evolving Alternative Payment Models May	<ul style="list-style-type: none"> • Organized provider use of management tools and tactics to guide drug use and specialist treatment decisions • Brand-specific line-of-therapy requirements across respiratory indications • Prevalence of alternative payment models, innovative financial incentives, and performance metrics, and associated impacts on drug access
Contracting Trends and Insights June	<ul style="list-style-type: none"> • Impact and prevalence of contracting within the respiratory drugs market • Key contracting terms and factors driving access gains for branded respiratory drugs • Evolution of risk-based contracting agreements for branded respiratory drugs
Outlook and Insights on Brand Access in 2023 August	<ul style="list-style-type: none"> • Evolution of access in the branded respiratory drugs market • Predicted payer and organized provider management tactics for respiratory drugs • Brand access predictions for particular scenarios
Distribution Models and Use of SPs and PBMs October	<ul style="list-style-type: none"> • Transition to new sites of care for office-administered treatments • Role of PBMs and SPs in product selection, distribution, and management

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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