

## MARKET ACCESS

# Value, Quality, and Reimbursement

**Value, Quality, and Reimbursement** provides insights on expected changes in value assessments, quality initiatives, and provider reimbursement over the next three years, assisting companies with anticipating evolving access opportunities and risks for brands.

- What impact do HEOR, RWE, and value assessments have on payer decisions?
- What is the overall level of success for value-based contracts, and which contract terms are predictors of highly successful contracts?
- Which therapeutic areas do payers and IDNs target with quality improvement efforts, creating need for support?
- What types of company programs most effectively support payer quality improvement efforts?
- Which CMS Innovation Center demonstrations have most impact on company business with payers and IDNs?

Use **Value, Quality, and Reimbursement** to:

- Identify value assessments that influence payer decisions, and assess impact on formulary access
- Identify best practices in value-based contracting between companies and payers
- Anticipate the emergence of innovative payment models as company relationships with providers evolve
- Assess plan and IDN performance on various quality metrics, and identify therapeutic areas with significant opportunities for engagement
- Assess the impact of programs from the CMS Innovation Center on payer and IDN behavior

Value-Based Access Decisions March	<ul style="list-style-type: none"> <li>• Use and impact of HEOR and RWE in access decisions</li> <li>• Organizations providing value assessments, and data that they utilize</li> </ul>
Company-Payer Value-Based Contracting Trends May	<ul style="list-style-type: none"> <li>• Prevalence and level of success payer achieve in value-based contracts</li> <li>• Therapeutic areas with greater inclusion in value-based contracts</li> <li>• Barriers to successful participation in value-based contracts</li> </ul>
Customer Perceptions of Quality Information and Programs June	<ul style="list-style-type: none"> <li>• Best quality program partnerships, and key components of these relationships</li> <li>• Benchmarking of biopharmaceutical company quality programs</li> </ul>
Innovative Payment Model Evolution July	<ul style="list-style-type: none"> <li>• Innovative models with widest customer adoption, and company opportunities to partner</li> <li>• Level of risk and success in innovative payment models</li> </ul>
CMS Innovation Center Payment Model Influence September	<ul style="list-style-type: none"> <li>• CMS Innovation Center demonstration uptake by IDNs and payers, and influence on payer access decisions</li> </ul>
Quality Performance and Priorities October	<ul style="list-style-type: none"> <li>• Prioritization and level of success of quality metrics by customers</li> <li>• Therapeutic areas with greatest impact from quality metrics</li> </ul>
Company-IDN Value-Based Contracting Trends November	<ul style="list-style-type: none"> <li>• Prevalence and type of value-based agreements between IDNs and companies</li> <li>• Impact of value-based agreements on product access</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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