

NEW 2020

MARKET ACCESS

COVID-19 Payer Pulse

COVID-19 Payer Pulse provides insights to the rapidly changing environment resulting from the COVID-19 pandemic which has created uncertainty for decision makers through payer engagement, supply chain, and brand planning. A multitude of assumptions are under pressure and require immediate answers. Clients are encouraged to give input on topics and decisions.

- How will the frequent changes to policies impact biopharmaceutical companies?
- How will payers, PBMs, and other organized providers react to the frequent changes to policies that impact pharmaceutical companies?
- How to engage with payers during the pandemic through the rapid change to virtual engagement?
- How can payers create risks and opportunities for account management teams?

Use COVID-19 Payer Pulse to:

- Inform brand and customer access decision making with frequent updates on key topics
- Identify best practices in payer engagement, supply chain, and brand planning with limited resources
- Track key issues that arise to pharmaceutical companies during this pandemic (i.e., benefit design and coverage)
- Gain understanding of the shift to telehealth for non-COVID care
- Inform payers of the impact of policy change

COVID-19 Pulses 1-10 4 Pulses April, 3 Pulses May, 1 Pulse June, 1 Pulse July, 1 Pulse August	<ul style="list-style-type: none">• Intermittent pulses of payer policy and management tactics; formulary, coverage policies, key challenges, and risk planning• Questions modified regularly based upon client input
COVID-19 Special Topics1-3 3 Topics April	<ul style="list-style-type: none">• Insights into key areas of interest that impact business planning defined by client input<ul style="list-style-type: none">• Impact of COVID-19 on Specialty Pharmacies• Opportunities for Engagement Health Plans• Opportunities for Engagement Providers
On-site Presentations <i>As requested</i>	<ul style="list-style-type: none">• Virtual presentations with research leaders
Access to SMEs <i>As requested</i>	<ul style="list-style-type: none">• On-call access to our subject matter experts for your inquiries

This product may also include relevant market alerts, providing 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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