

BRAND ACCESS

Marketplace Dynamics: Therapeutic Area of Choice

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

Use **Marketplace Dynamics: Therapeutic Area of Choice** to:

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

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| Brand Access Landscape and Outlook 2024–TA of Choice | <p>Landscape</p> <ul style="list-style-type: none"> • Road map for improving access for branded drugs in 2021 • Analysis of how stakeholders prioritize and manage the drug market • Impact and prevalence of contracting in the drug market <p>Distribution Models and SP Utilization</p> <ul style="list-style-type: none"> • Evolution in distribution and site-of-administration management of drugs • Role of SPs/PBMs in distribution, decision making, and drug therapy management <p>Evolution of Contracting</p> <ul style="list-style-type: none"> • Impact and prevalence of contracting in the drug market • Key contracting terms and success factors driving access gains for branded drugs • Evolution of risk-based contracting agreements for branded drugs <p>Future Outlook</p> <ul style="list-style-type: none"> • Predicted payer management tactics for therapies by 2024 • Brand access predictions based on detailed and likely future scenarios • Evolution of contracting within the market and interest in risk-based agreements |
| Methodology | <p>Online quantitative survey</p> <ul style="list-style-type: none"> • 35-40 health plans; 30 integrated delivery networks (IDNs) <p>Qualitative follow-up telephone interviews</p> <ul style="list-style-type: none"> • 5 health plans; 2-3 IDNs |

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