

# Industry Leading Insights that Validate and Inform your Account Access Strategies and Tactics

With \$250 million in product revenue, our client is the U.S. subsidiary of a European niche biopharmaceutical company looking to build its presence in the U.S. marketplace in anticipation of future product launches.

## Challenge

Our client recently hired a team of national account directors responsible for the entire U.S. payer market. One of the national account directors reached out to the Health Strategies Insights by EVERSANA's experts to see how we could help their team quickly and efficiently get up to speed on each key account's business. A lean organization comprised of three highly experienced account directors, tasked to ensure access for soon-to-be-launched products across multiple payer types (Managed Care Organizations, PBMs, Medicare, Medicaid, etc.) and to establish relationships with key Specialty Pharmacies (SP) within designated geographies.

With such a wide range of responsibilities, the client team needed in-depth, easily accessible content on their national and regional customers. Their immediate goal was to have an account strategy in place for each key payer account as quickly as possible.

## Approach

After evaluating multiple possible sources of the support they needed, the client asked our team to help them quickly and efficiently get up to speed on each key account's business. The client selected EVERSANA's research for two key reasons:

- **Robust content**—Health Strategies Insights' profiles and accompanying analysis were more robust than the competition's, and
- **Efficient accessibility**—the research is accessible and easily put to use.

Aware of the client's budget and time constraints, we developed a customized package of account-specific syndicated research (see Figure 1). The health plans profiled in the research accounted for more than 75% of the insured U.S. population.

**Figure 1**  
Contents of Syndicated Research Package

Leading Health Plans and PBMs	Regional and Blues Health Plan Profiles	Specialty Pharmacy and Distributor Profiles
Profiles of the eight leading health plans: Aetna, Cigna, Health Care Services Corporation, Health Net, Humana, Kaiser, United, and WellPoint	Thirty profiles of leading regional Blues health plans, including BCBS of Illinois, Blue Shield of California, Harvard Pilgrim Health Care, Horizon Blue Cross Blue Shield of New Jersey, and The Regence GroupWellPoint	Sixteen profiles of independent and five profiles of MCO-owned specialty pharmacies/distributors and a catalog of 120 niche specialty pharmacies

## Key questions answered in the profiles:

1. What are the organizational structure, business mix, and strategic goals of each organization?
2. What new strategic directions are emerging among industry leaders?
3. What are the keys to long-term survival?
4. What are the strengths and weaknesses of each organization?
5. Who are the leading health plans and SPMs and specialty distributors? What are their enrollment trends?

Health Strategies Insights by EVERSANA, Account Access

## Results

Purchased in the late fall, the client team relied heavily on our insights and actionable recommendations to develop an overall payer engagement strategy targeting their high-priority accounts and to support their pre-call planning needs. The profiles provided an in-depth understanding of the team’s key accounts in areas such as general business approach, geographic footprint, financial highlights, organizational structure, membership breakdown, network strength (hospitals, physicians), SP and PBM relationships (see Figures 2–3 for sample profile content).

**Figure 2**

Sample Table of Contents: Leading Health Plans and PBMs

<ul style="list-style-type: none"> <li>• Account Summary</li> <li>• Account Analysis</li> <li>• SWOT Analysis</li> <li>• Organization Overview and Structure</li> <li>• Corporate Strategy</li> <li>• Mergers and Acquisitions</li> <li>• Business Performance</li> <li>• Business Mix</li> <li>• Geographic Reach</li> <li>• Healthcare Industry Relationships               <ul style="list-style-type: none"> <li>• Accountable Care Organizations</li> <li>• Patient-Centered Medical Homes</li> </ul> </li> </ul>	<b>Products and Services</b> <ul style="list-style-type: none"> <li>• Plan participation in Health Insurance Marketplaces</li> <li>• TRICARE products</li> <li>• Medicaid products</li> <li>• Medicare products</li> <li>• Pharmaceutical product management and access</li> <li>• Pharmacy management</li> <li>• Pharmaceutical management organization</li> <li>• Generic promotion and mail-service promotion programs</li> <li>• E-initiatives (HIT)</li> <li>• Comparative-effectiveness and outcomes initiatives</li> <li>• Wellness initiatives and disease management</li> </ul>
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Source: Health Strategies Insights by EVERSANA, Leading Health Plans and PBMs

**Figure 3**

Sample Profile Figure: Overview of Specialty Pharmacy and Distributor Profiles Products and Capabilities

Product/Service	Description	Pharmaceutical Companies	Physicians	Patients	Payers
SPD's Product A	<ul style="list-style-type: none"> <li>• A scalable network of national and local specialty pharmacy providers</li> <li>• Pharmaceutical companies: offers a custom network solution under a single contract and reporting platform.</li> <li>• Pharmacies: offers participation based on therapeutic expertise, HUB referrals, and patient support services</li> </ul>	✓			✓
SPD's Product B	<ul style="list-style-type: none"> <li>• Partnership allows members to access over 200+ infusion centers</li> <li>• Pharmaceutical company partners benefit from enhanced program capabilities and new contracting options</li> </ul>	✓		✓	
SPD's Product C	<ul style="list-style-type: none"> <li>• Leverages relationships with pharmaceutical and biotech companies to provide rebate incentives, compliance and persistence program, fee-for-service, and other value-based programs</li> </ul>	✓			

Source: Health Strategies Insights by EVERSANA, Specialty Pharmacy and Distributor Profiles

## The Return on Investment

The client team perceived a positive return on investment. Having access to the insights helped them to quickly narrow in on each account’s needs to build a business plan. They used the profiles to validate their strategies and tactics. They particularly valued the account-specific information that was not publicly available. Ultimately, the profiles enabled the client team to work efficiently and to invest their time in strategy and relationships as opposed to intensive research.