

# CASE STUDY:

## Benchmarking Pathway-Specific Engagement by Biopharmaceutical Companies with Health Plans and Organized Providers to Identify Best Practices

*The case for primary market research and subject matter expertise to measure and assess opportunities to support key customers with their oncology clinical pathway development and administration.*

### BACKGROUND

As stakeholders seek to leverage oncology clinical pathways as a way to maximize patient outcomes and decrease costs, biopharmaceutical companies with pipeline and branded oncology drugs must ensure timely, effective engagement strategies with key customers to optimize brand inclusion within pathways. Companies must seek opportunities to uncover short- and long-term pathway goals of individual customers to drive meaningful interactions and build partnership-level relationships.

### OBJECTIVE

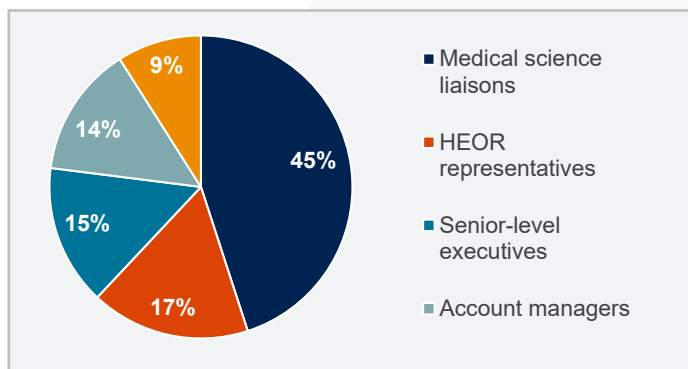
A client with a robust oncology portfolio came to NAVLIN Insights looking for a reliable resource to monitor trends in the pathway landscape to educate brand and account teams, as well

as validate internal insights captured through conversations with key customers. Additionally, with the recognition that pathways are here to stay as a management tool, this client wanted to identify opportunities and best practices for pathway-specific engagement with payers and organized providers.

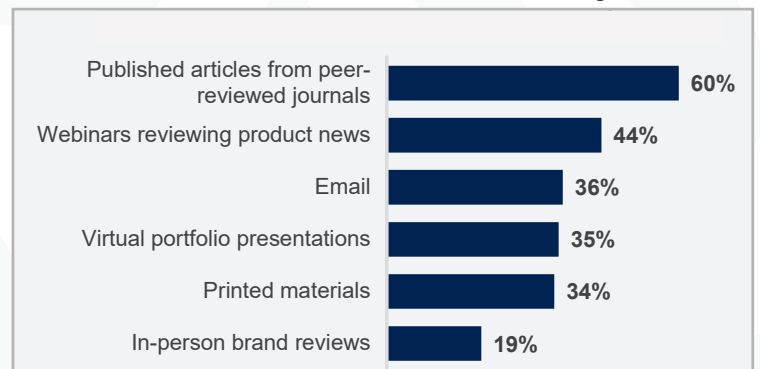
### CHALLENGES

The client needed a synthesized, unbiased way to collect formal feedback from key customers that were influential in their organization's implementation and administration of pathways. While individual account managers would report back with feedback and insights from individual customers, the market access team needed a more structured way to benchmark themselves against key competitors in pathway-specific engagement with customers.

**Preferred Role to Lead Pathways Discussions**  
(Percentage stakeholders)



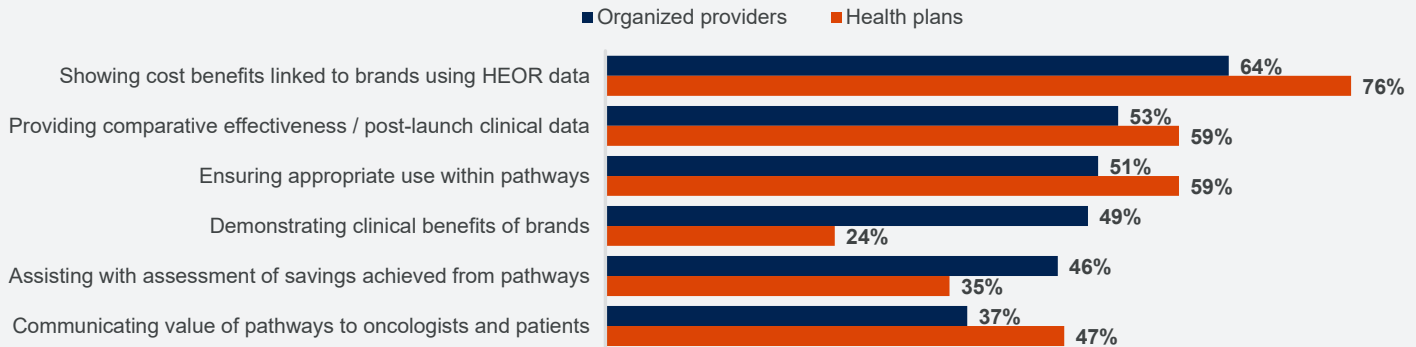
**Preferred Methods of Receiving Clinical Data and Additional Pathway Support**  
(Percentage stakeholders)



N=97 organized providers, N=17 health plans  
Source: NAVLIN Insights by EVERSANA, Oncology Pathways, May 2022.

## Most Preferred Types of Oncology Pathway Support Provided by Biopharmaceutical Companies

(Percentage stakeholders ranking within top three)



N=97 organized providers, N=17 health plans  
 Source: NAVLIN Insights by EVERSANA, Oncology Pathways, May 2022.

## STRATEGY

The NAVLIN Insights by EVERSANA team leveraged its deep pathway expertise, current longitudinal research, and panel of experts to provide supplemental market research and consulting support to identify opportunities and best practices in pathway-specific engagement for this client. The team utilized available syndicated research as a starting point, then partnered with the client on a supplemental online survey to dig deeper into the client’s key questions, including:

- How much time are biopharmaceutical companies spending on conversations specific to pathways, and what do stakeholders prefer?
- Which roles are leading pathway discussions, and what do stakeholders prefer?
- What topics do conversations about pathways include, and what do stakeholders prefer?
- How do stakeholders currently perceive individual biopharmaceutical companies in pathway-related interactions, and who stands out as best-in-class?
- What support by biopharmaceutical companies is being provided today specific to pathways, and where are the greatest opportunities to support pathway development and administration?
- Which types of engagement and clinical evidence are most influential on reconsideration of a brand’s pathway placement?

## RESULTS

With the support of EVERSANA’s subject matter experts and the ability to tap into a panel of influential stakeholders at their key customers, the client was successfully able to:

- Assess perceptions of their account team’s interactions with customers in a more standardized approach based on primary market research.
- Benchmark themselves against key competitors.
- Identify opportunities to support key customers in their pathway development and administration to build strong relationships and ultimately help secure brand inclusion within pathways.
- Continue to leverage the research tool, team of experts, and panel of customers into next year and beyond to track and monitor changes in perceptions to measure any shifts in engagement strategies.

Learn how NAVLIN Insights by EVERSANA can leverage various resources to create insight generation tools that are tailored to clients’ key business questions. To learn more or to schedule a meeting with our team of subject matter experts, visit [NAVLIN.com](https://www.navlin.com).