



EVERSANA™



FUNCTION OVER FASHION: IMPLEMENTING VALUE-BASED CONTRACTS SUCCESSFULLY

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Known alternatively as innovative outcomes or risk-based agreements, value-based contracts are performance contingent structures that aim to reinforce positive results, rather than just securing access and offering lower prices. These deal structures seek to differentiate products and services from competitors, increase share, decrease risk, and secure better patient outcomes.

The healthcare industry is moving from volume to value based contracting models, propelled by a variety of related factors: public outcry over drug pricing practices; increased government scrutiny and pending regulation; proposed exceptions to government pricing rules; and payer desire to secure healthier patient population.

Despite these influences, manufacturers have been slow to introduce changes to their business models, not due to a lack of desire, but an absence of the proper capabilities, contacts, knowledge, capacity or infrastructure. Significant infrastructure is required to track patient outcomes, as well as financial risk in tying payments to drug prescription and use.

Value-based agreements are not entirely common, as traditional discounts based on patient and formulary access continue to be the most predominant type of contract. Despite this, payers and providers

remain enthusiastic about value-based contracts, are committing resources to their implementation, and plan to build the capabilities to collect real-time patient data and manage predictive models using integrated healthcare transactions.

Value based agreements will continue to grow in popularity, necessitating that manufacturers assess their own capabilities, appraise market readiness, select contract partners wisely, and attain clinical input prior to execution.

How does EVERSANA help realize potential in Value Based Contracting?

Navigating the intricate relationship between clinical efficacy, commercial contracting, and government pricing can be a daunting task for companies pursuing value-based agreements. Integrating those concepts into a holistic plan across business units is considerably more difficult.

The needs are comprehensive, high priority, and largely unmet; EVERSANA has the capabilities to address these challenges and deliver to those needs across the entirety of the product lifecycle, with a suite of services available from “molecule to market.”

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PRE-LAUNCH



Evaluation of therapeutic class, market landscape and data availability to determine the viability, profitability and strategic value of engaging in value-based contracting



Deal structure generation based on leading commercial strategies, market research, and dialogue with payers to assist in contract drafting and ensure beneficial terms



Assessment of organizational fit, systematic capabilities, and financial impact to guide commercial operations and create a roadmap for executing value-based contracts



Clinical data modeling through health economics research and real-world evidence to assess contract efficacy in securing better patient outcomes while managing cost effectivity

ONGOING OPERATIONS



Financial management solutions and consulting to support calculation and processing of value-based contracts and rebates, including handling of third-party data sources



Data driven gross-to-net forecasting and accruals to manage value-based rebate liabilities, compare outcomes to initial expectations, identify gaps and guide market access strategy



Comprehensive multi-source data aggregation, visualization, and analysis to map the contract lifecycle and provide actionable insights from pre-deal and post-deal analysis



Patient support, data management and hub services to facilitate onboarding, affordability, and adherence in support of value-based contract goals to drive positive outcomes



About EVERSANA™

EVERSANA is the leading independent provider of global services to the life science industry. The company's integrated solutions are rooted in the patient experience and span all stages of the product lifecycle to deliver long-term, sustainable value for patients, prescribers, channel partners and payers. The company serves more than 500 organizations, including innovative start-ups and established pharmaceutical companies to advance life science solutions for a healthier world. To learn more about EVERSANA, visit EVERSANA.COM or connect through [LinkedIn](#) and [Twitter](#).

