



Reimagining Payer Strategies - New Methodologies to Identify Key Payer Accounts & Drive Engagement

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a medical knowledge group company

Magnolia Market Access: Meet Your Presenters



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Webinar Objectives

Reimagining Payer Strategies - Segmentation

1



Goals of Market Access Segmentation

Addressing the need for market access stakeholder segmentation and how insights guide and improve engagement strategies

2



Segmentation: Roadmap to Success

A brief review of segmentation from project start to finish, stakeholder identification to variable selection/refinement to clustering and engagement strategy roadmap

3



Real World Implementation

Understanding practical applications of payer segmentation insights and relevance across a product's market access strategy

Goals of Market Access Segmentation: Navigating Healthcare Landscape

Strategic Partnerships

Identify key stakeholders, industry influencers, and thought leaders while prioritizing connection opportunities

Stakeholder Dynamics

Understand critical differentiating factors that facilitate and impede access



Payer Engagement Plan

Provide coverage to as many lives as possible given competitive and pricing constraints

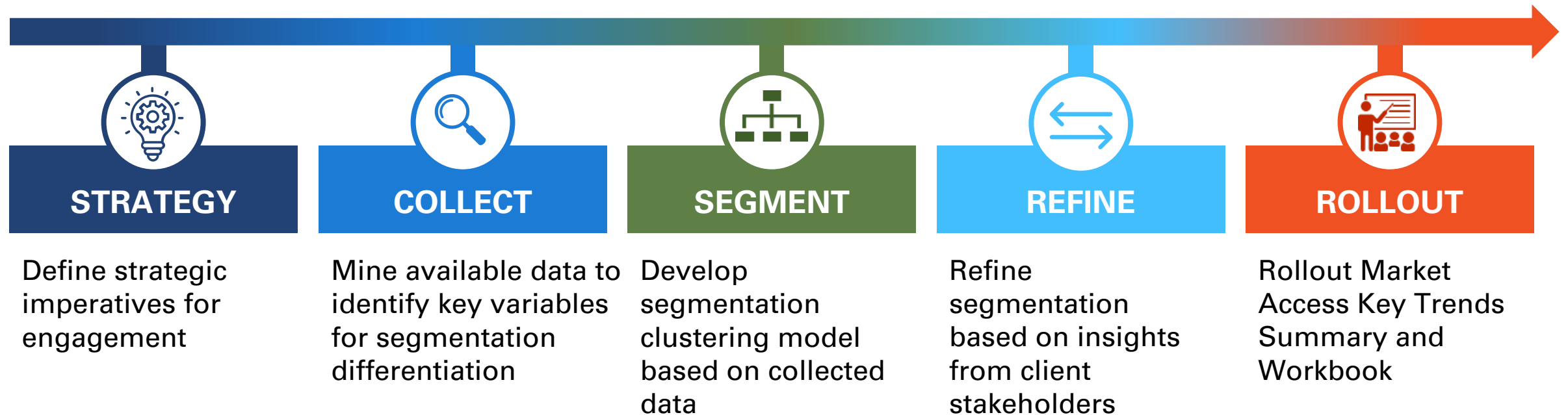
Tailored Value Messaging

Ensure successful interactions; final positioning strategy affected by clinical competitiveness, ease of use, & pricing; *one size does not fit all*

Layer 1: Payer Segmentation

What is segmentation and how is it performed?

Payer Market Segmentation: Ensuring Optimal Market Access & Reimbursement Strategy

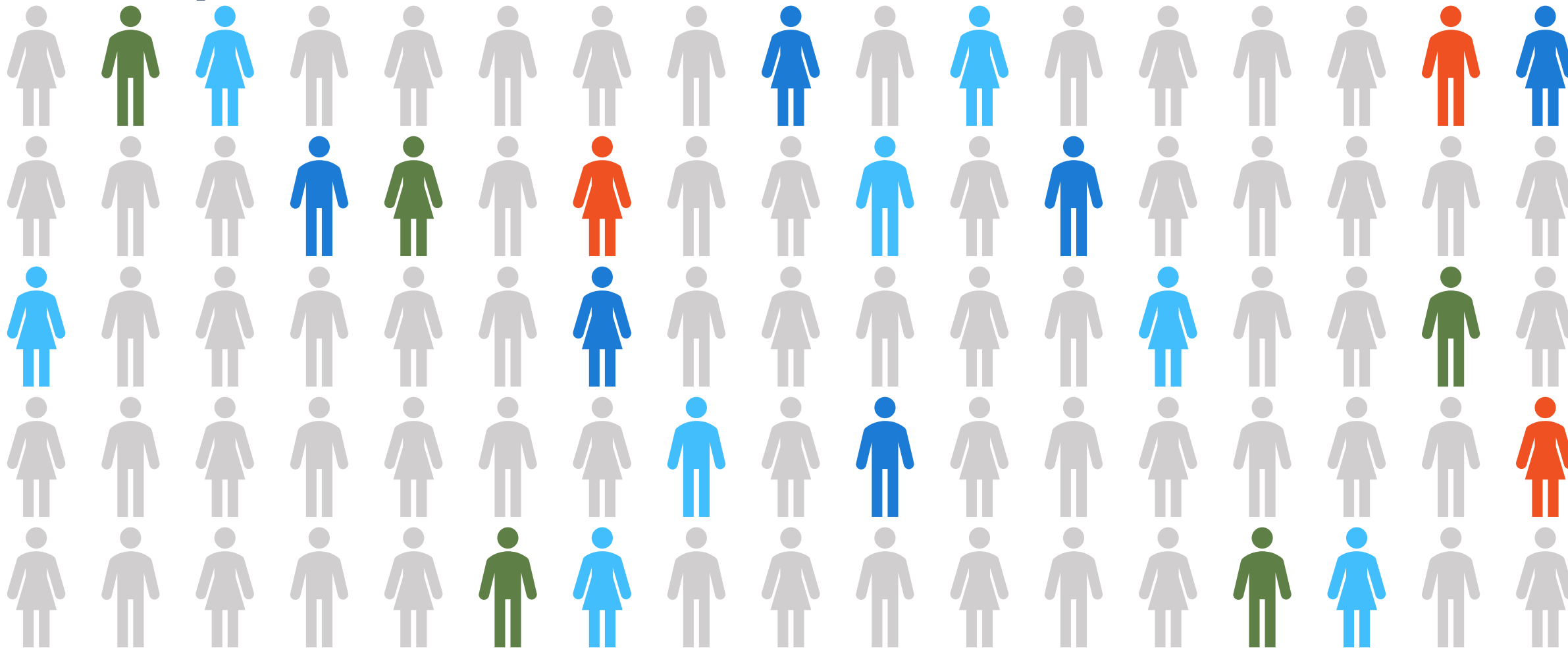


Healthcare Stakeholder Landscape



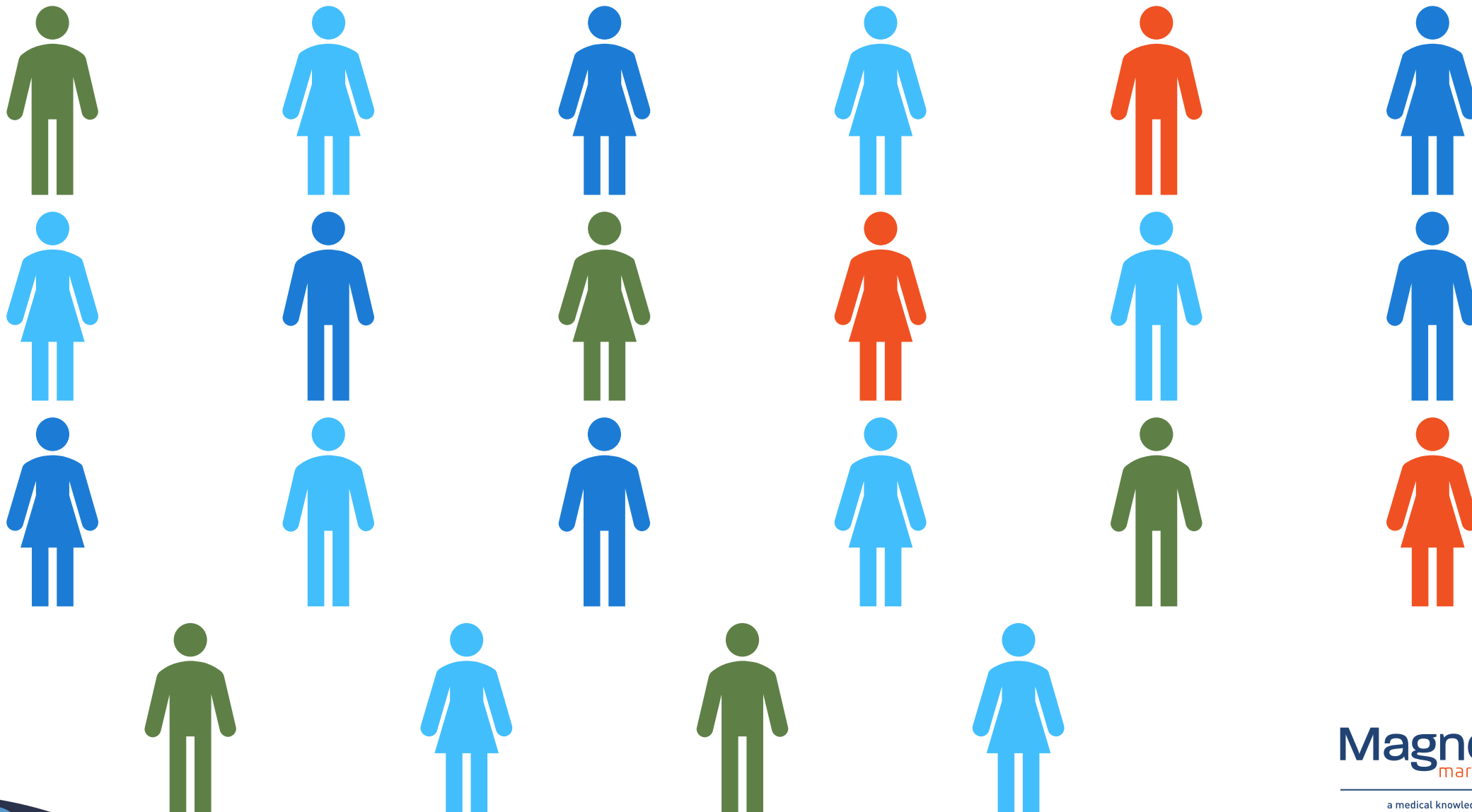
Organizing Chaos:

Identify Stakeholders of Interest



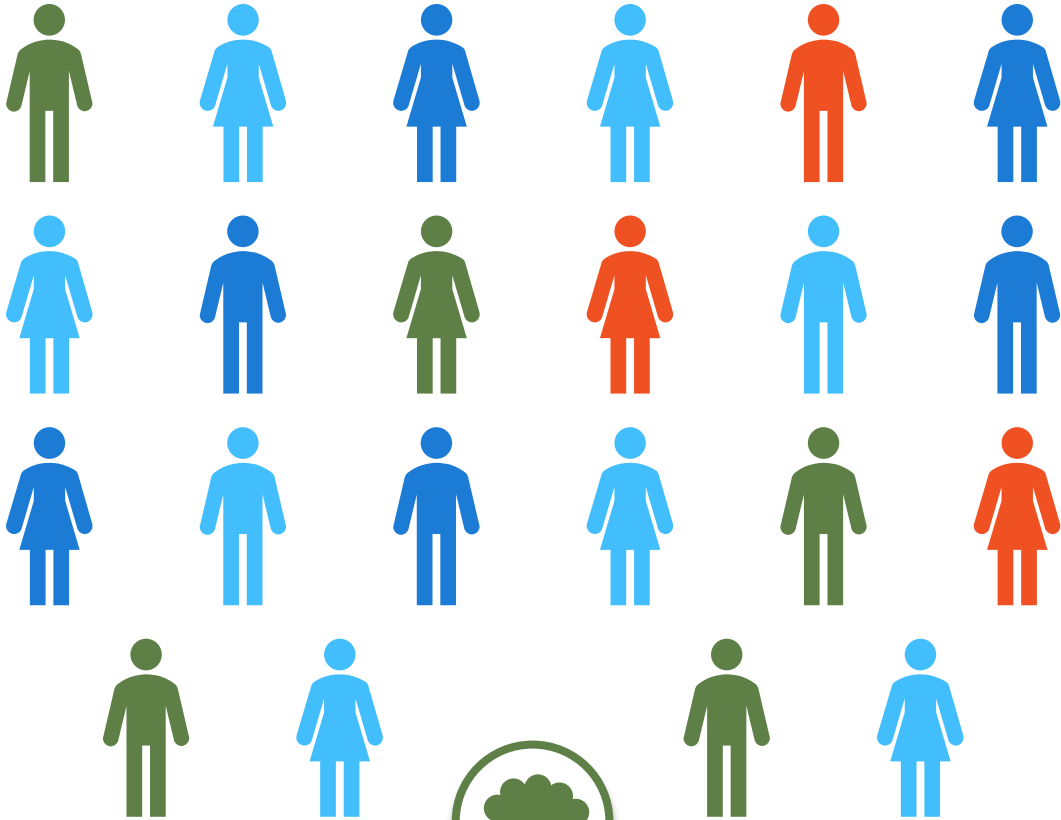
Organizing Chaos:

Collecting Information on Identified Stakeholders



Organizing Chaos:

Selection of Differentiators



Consider both payer type & level of characteristic or policy when selecting variables for clustering

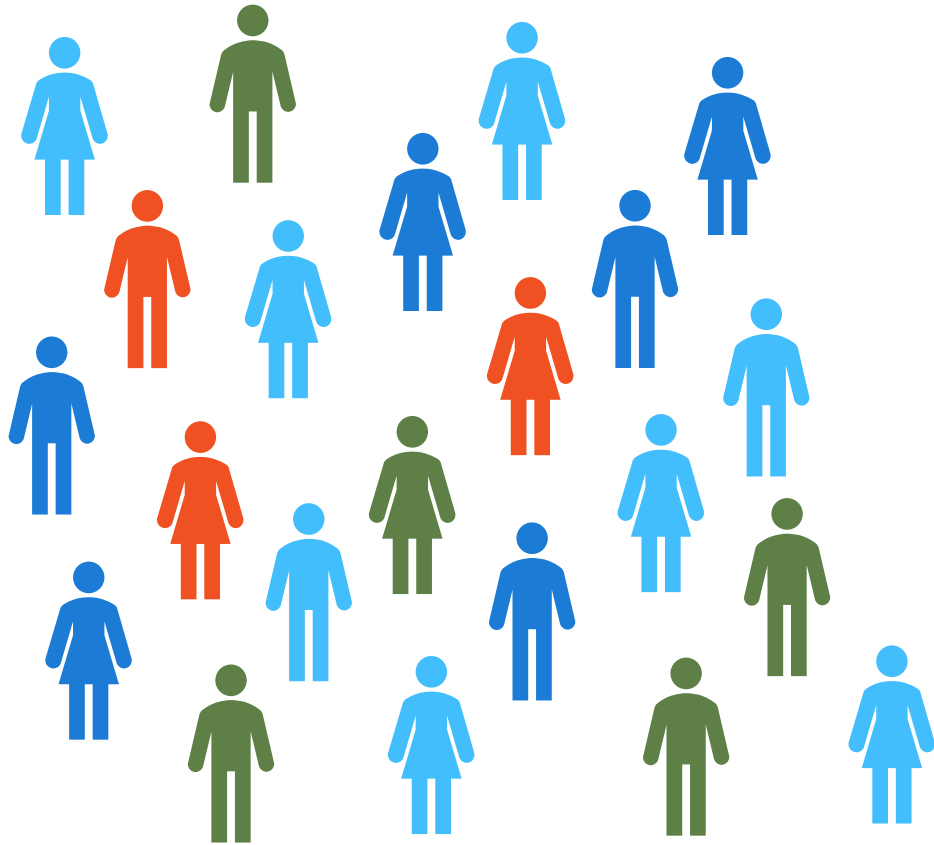
Payer Variable Examples

- Formulary Uniformity
- Product Preferences
- ACO/VBC Participation
- For-Profit Status
- PBM Ownership Status
- Provider Ownership Status
- Payer Type Percentages (i.e., Medicaid, Medicare, Commercial)

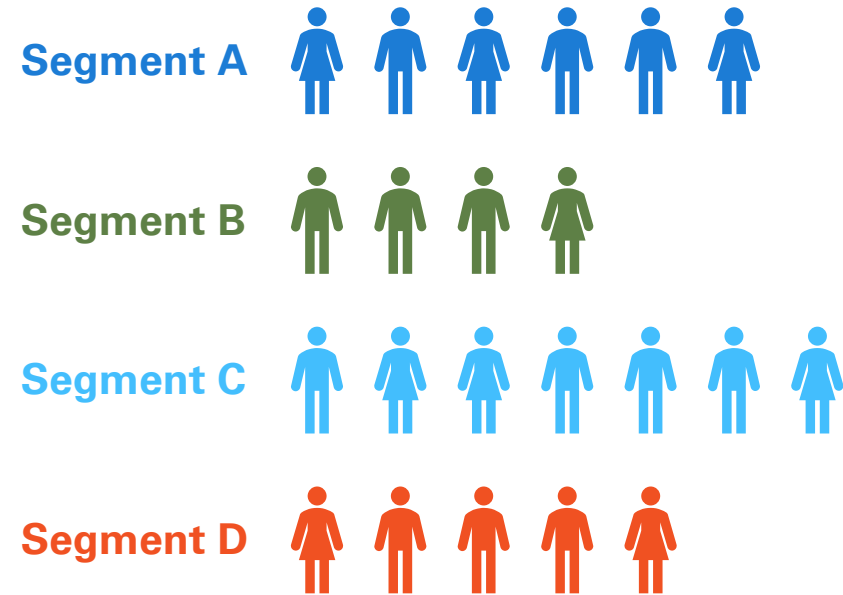
Chaos to Clarity:

Grouping Payers by Unique Characteristics

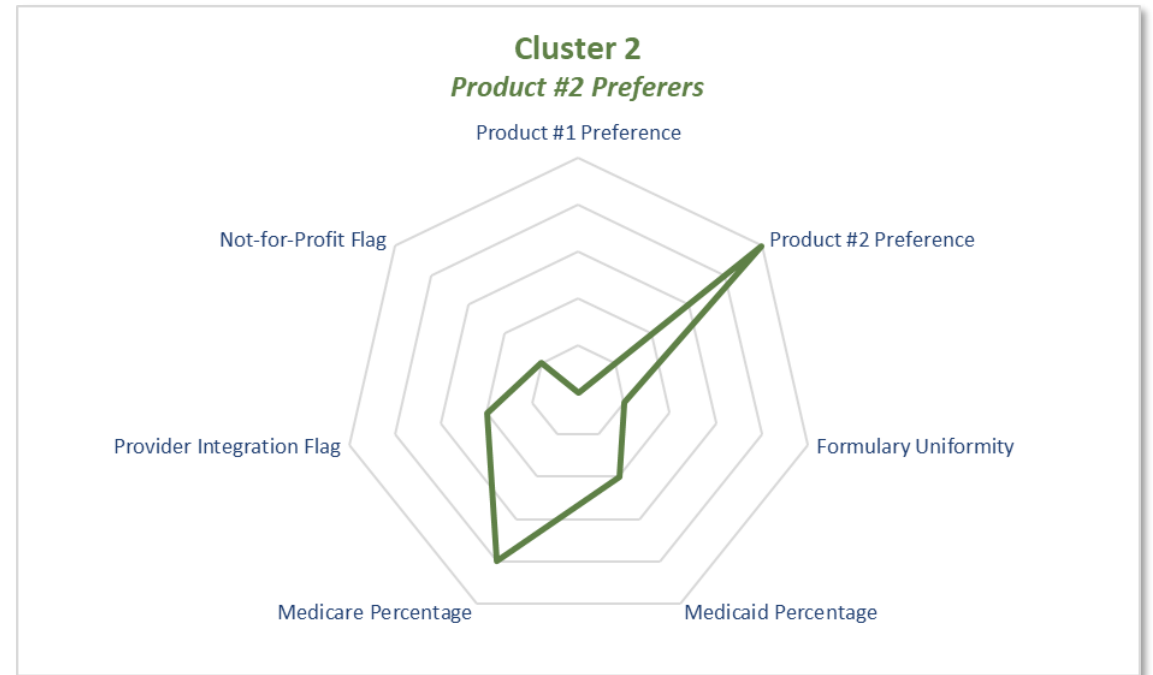
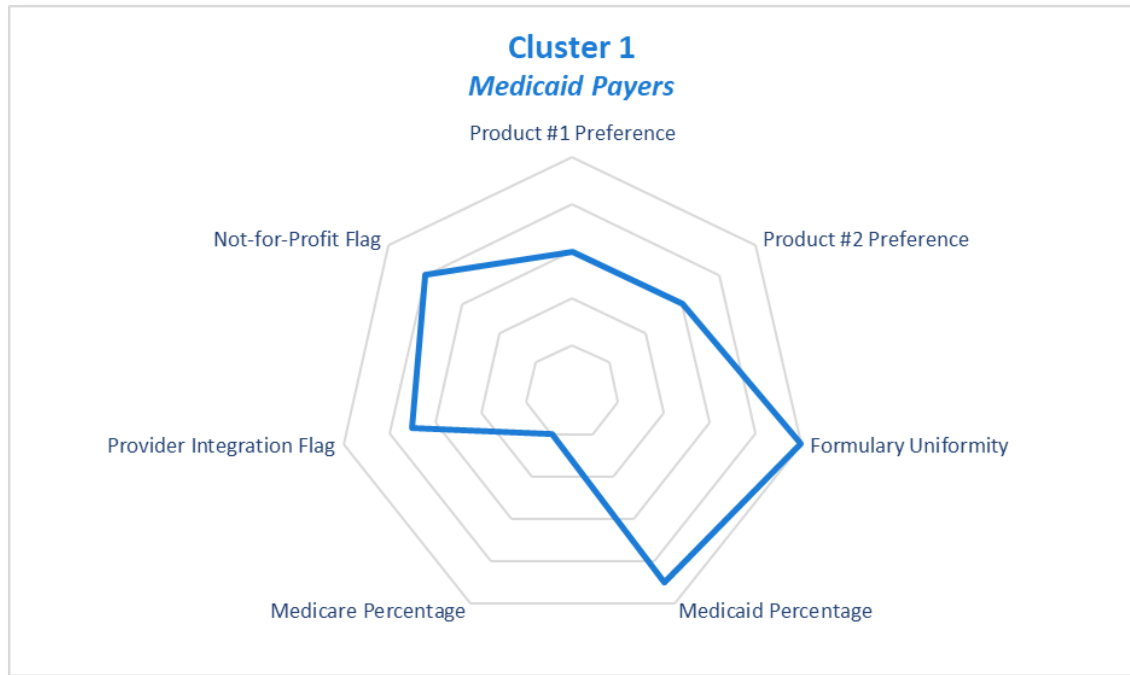
Payer Identification: Pre-Segmentation



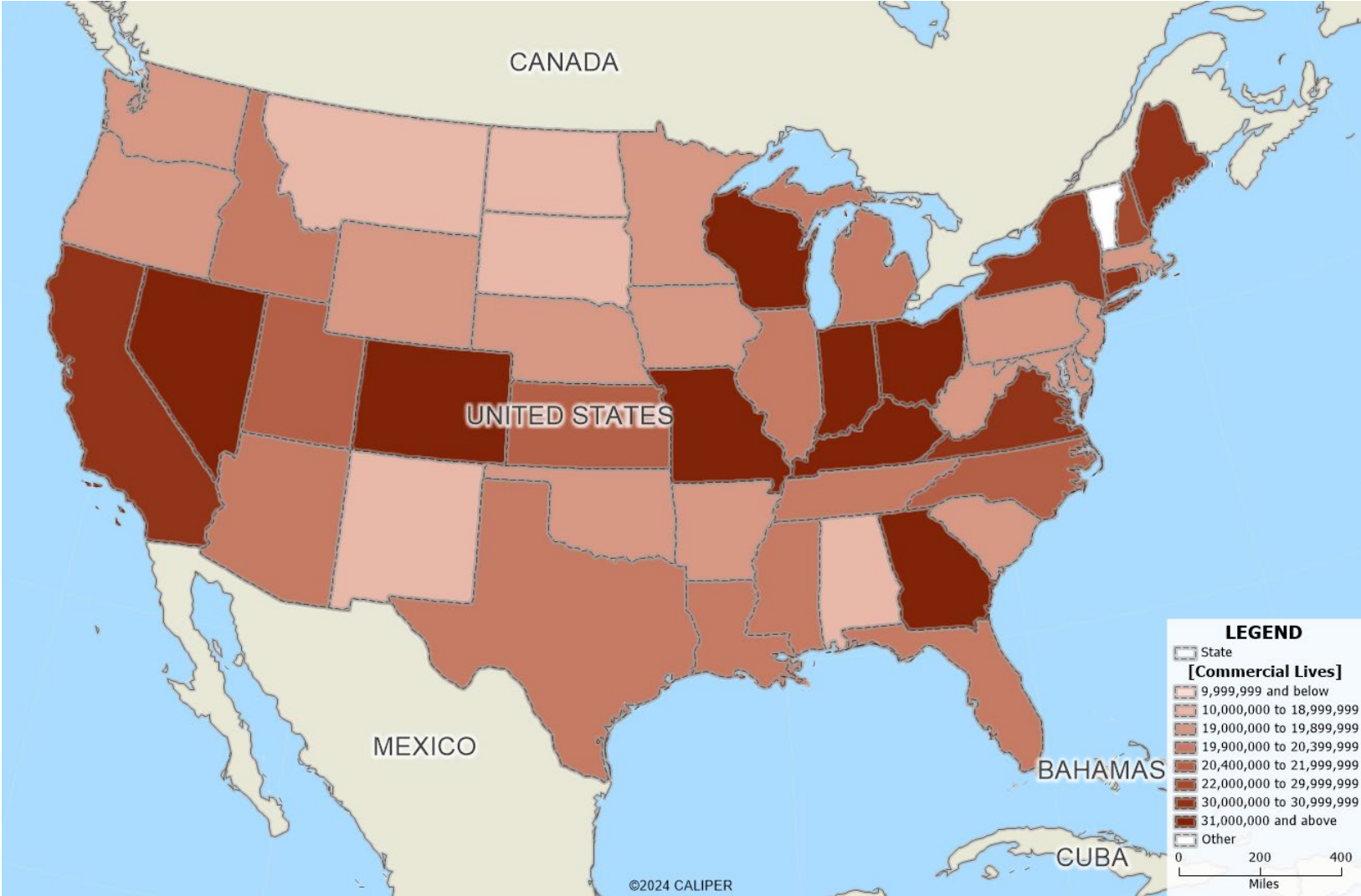
Payer Identification: Post-Segmentation



Payer Market Segmentation: Visualizing Clusters



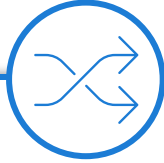
Heat Mapping: Visualize concentrations of stakeholders and key segments



Real World Implementation

Combining the how and why using examples
across market access

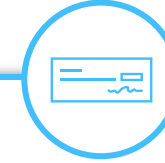
Real World Implementation: Segmentation Outcomes



Inform & shape approach to tier placement negotiations by payer concerns and preferences

Segment payers by information such as:

- Willingness for preferential tiered coverage
- Utilization management policies
- Other cost-containment policies



Inform attempts to influence formulary decision making through segmenting by payer concern

Segment payers by priority of:

- Cost savings and budget impacts (short vs. long-term)
- Patient outcomes and satisfaction



Identify payers servicing higher-risk and specialized populations

Segment payers by information such as:

- Percentage of patients served who are Medicaid/Extra Help eligible
- Patient outcomes and satisfaction

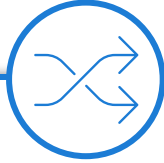


Identify payer segments with geographic and regional foci

Segment payers by information such as:

- Number of states servicing
- Presence in states with high rates of chronic disease

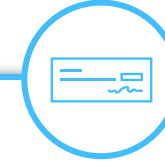
Real World Implementation: Tactical HEOR Next Steps



Generate targeted evidence to highlight in value propositions for specific payer segments

Conduct research to understand:

- Standard of care comparisons
- Cost offsets from adherence rates, side effect burden, etc.



Generate budget impact models and post-market safety data for payers

Conduct research to understand:

- Cost-effectiveness and budget impact modeling
- Post-market safety and effectiveness data



Demonstrate product effectiveness and quantify broader product benefits outside of cost

Conduct research to:

- Enhance value propositions
- Quantify health and social benefits of product

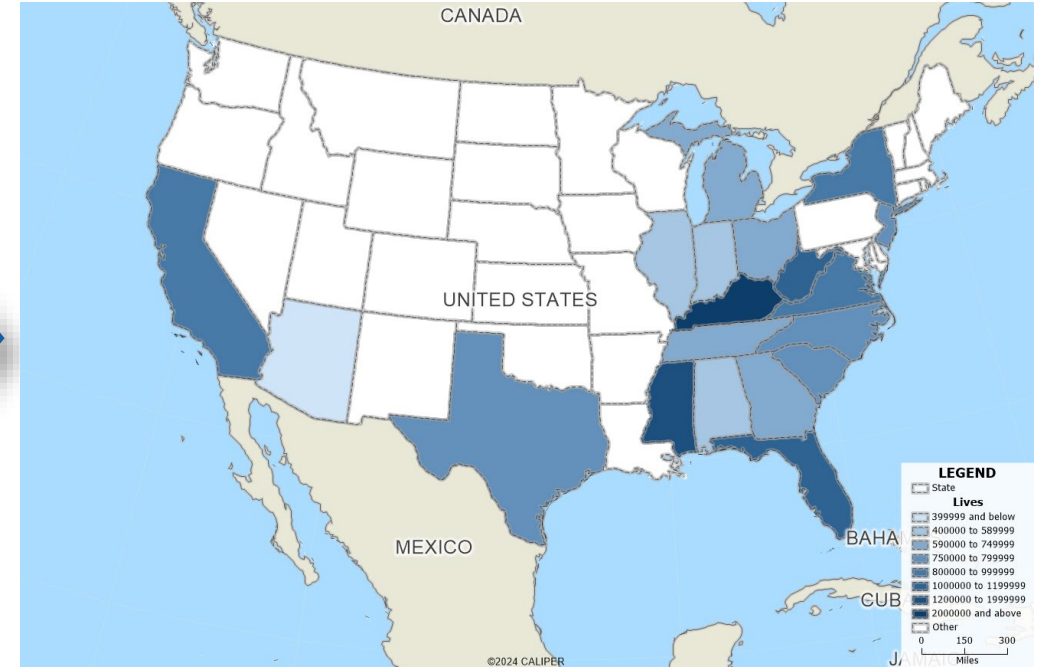
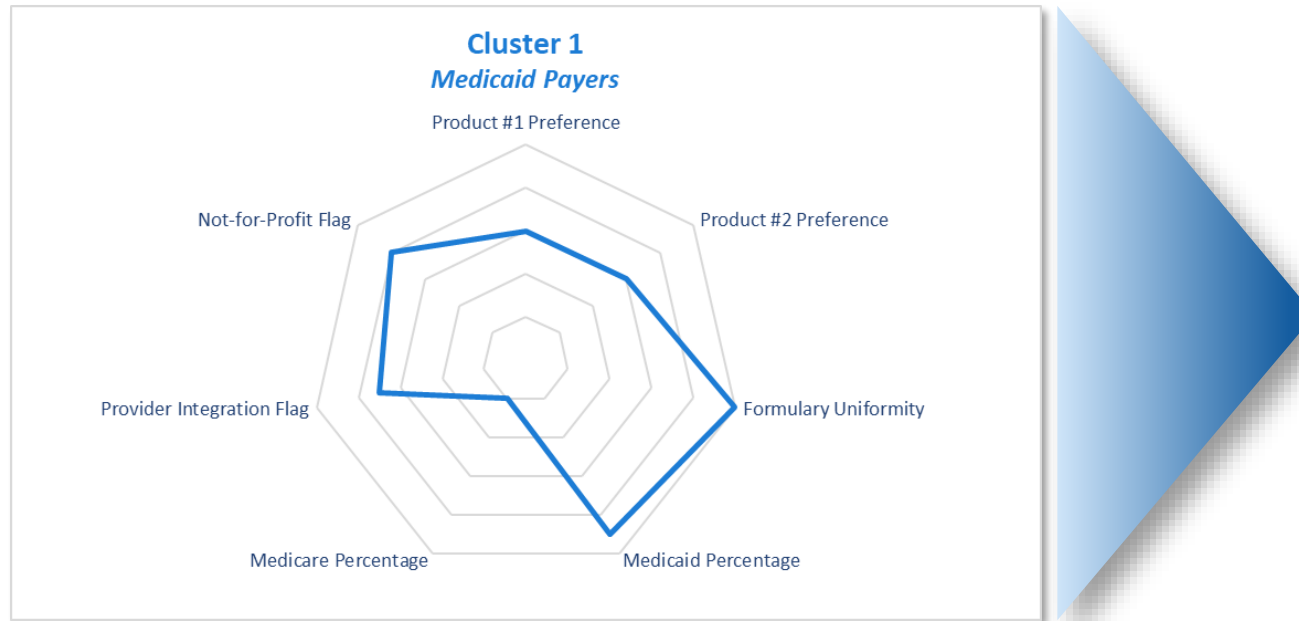


Conduct targeted cost-effectiveness and budget impact modeling for specific regions

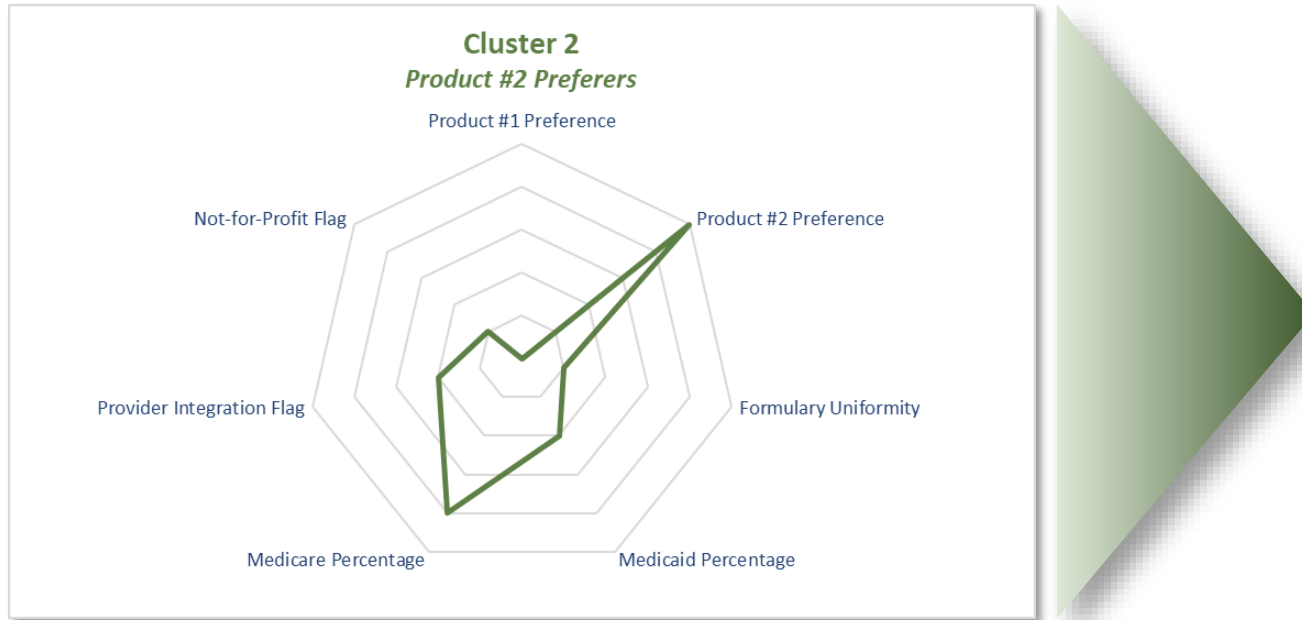
Conduct research to:

- Provide insights on regional patient populations (prevalence, outcomes, etc.)

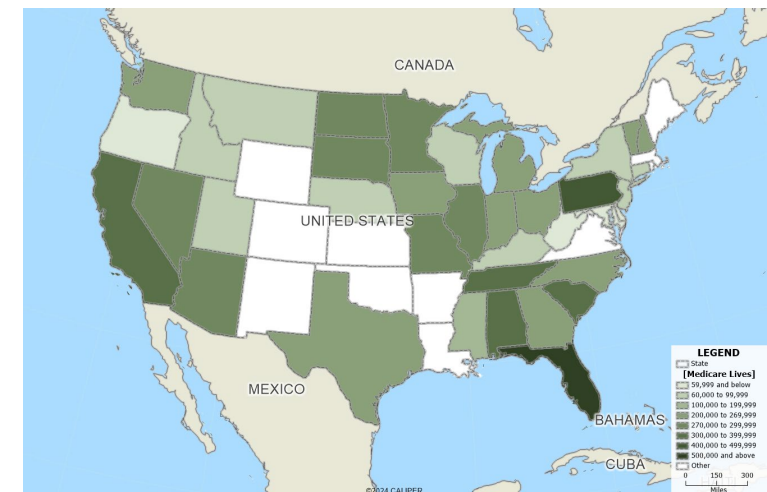
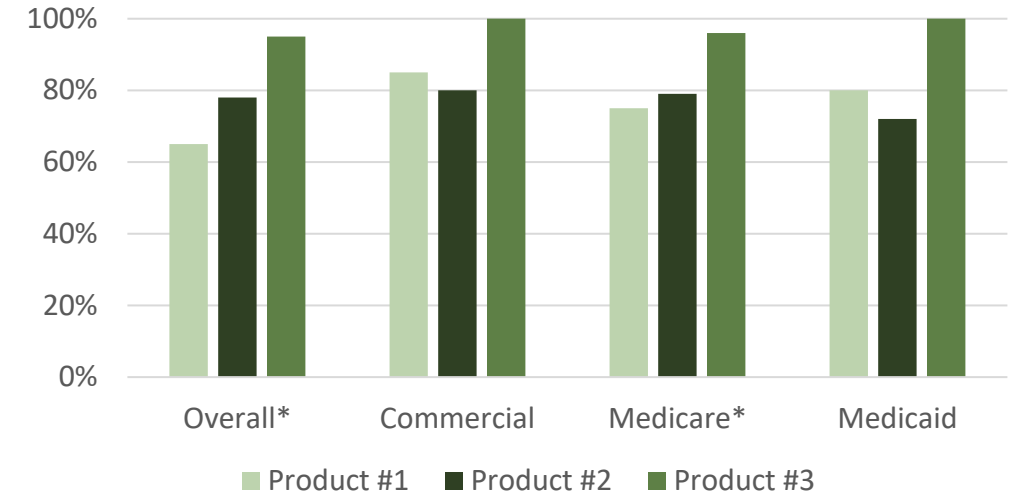
Real World Implementation: How Segmentation Informs Strategy



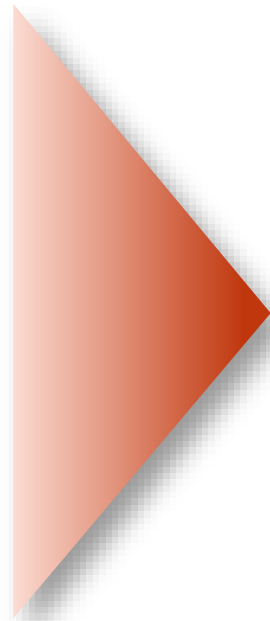
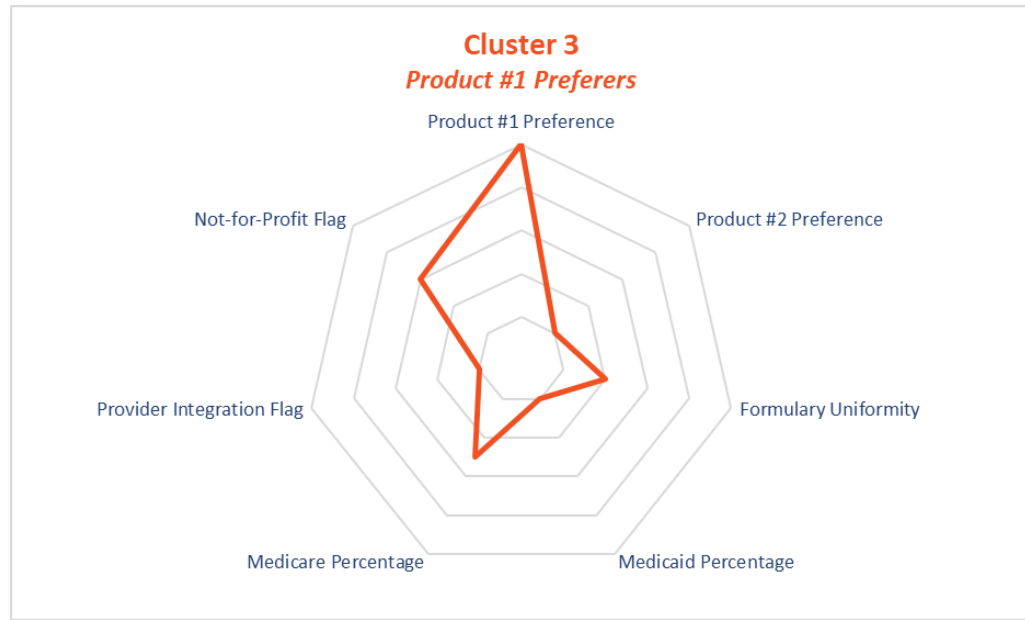
Real World Implementation: How Segmentation Informs Strategy



Adherence Rates by LOB and Product

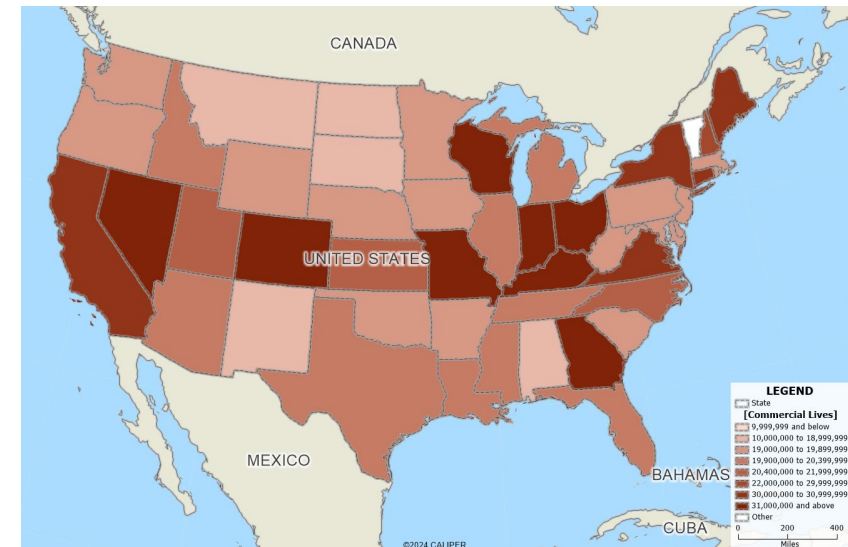
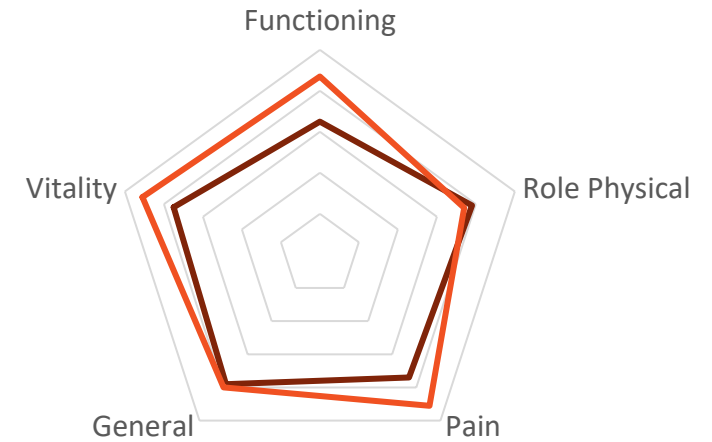


Real World Implementation: How Segmentation Informs Strategy



QoL Characteristics by Product

— Product #1 — Product #3



Join us for our next *Navigating Market Access with Magnolia*

Navigating Social Determinants of Health to Improve Patient Access

Thursday, October 24, 2024
12:00 PM to 1:00 PM Eastern

