



Data-Driven LCM Contracting Strategy: A Case Study

Macro-environmental factors have resulted in a highly dynamic and complex market access landscape (see *sample macro trends in inset below*). The evolving US market requires bespoke pricing and market access (P&MA) solutions to optimize patient access for much-needed therapies.

Our P&MA Vertical at Triangle Insights Group is designed to address the intricate market access challenges facing manufacturers by leveraging data-driven solutions and deep expertise in pricing, access, and value strategies.

TrialCard's strategic commercialization and insights organizations, Triangle Insights Group and Policy Reporter, integrate data and analysis to enhance our client offerings.

This case study illustrates the impact and outcomes that our solutions have for biopharma manufacturers.

Case Study Quick Facts:

- ▶ **Market Dynamics:** Multi-competitor, branded market in an orphan disease with specialty distribution and pricing
- ▶ **Problem Statement:** Evolving market landscape based on an earlier-than-expected generic entrant for a competitive therapy
- ▶ **Consulting Project Objectives:** Determined appropriate contracting considerations with key payer accounts, with the aim of preserving market share and patient access as the key competitor lost exclusivity and generics entered the market
- ▶ **Approach:** Our team analyzed proprietary, internal payer policy data (e.g., coverage decisions, formulary structures, share of lives; from Policy Reporter), synthesized key findings from primary market research discussions with payers, and developed a cost-of-access model unique to the client that determined appropriate contracting strategies and associated payer messaging
- ▶ **Outcome:** Recommendations resulted in **significant cost savings and a preservation of market share** for the manufacturer based on a conservative contracting strategy and compelling value narrative

Case Study Narrative:

After compiling an internal team of tenured consultants with P&MA expertise, we initiated the engagement by collaborating closely with the client to gain a foundational understanding of the product and market, including the unexpected generic entry event. The team reviewed current contracting and messaging for payer customers to determine a baseline for engagement.

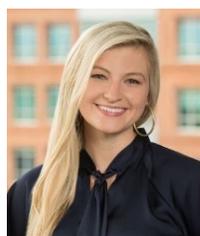
The team then identified relevant benchmarks that underwent analogous market situations and analyzed historical account behavior, leveraging the functionality of the Policy Reporter database. Interestingly, we found that the client payer sales team expectations for required contracting based on field discussions were **vastly different than historical precedent**.

The data analytics, enabled by the strength of the Triangle Insights Group, Policy Reporter, and TrialCard offerings, enabled a **temporal lens on payer policies**, to crystallize when and why key accounts implemented management changes and the **anticipated contracting associated with those changes**.

Finally, our team isolated specific account archetypes and conducted primary and secondary research to vet insights and inform the development of a 'cost-of-access model.' The model suggested a **conservative approach** in response to the generic entry event but provided nuance by archetype – giving the contracting team and payer sales organizations clear messages and approaches to apply.

The engagement resulted in a clear manufacturer mitigation strategy, potential contracting approaches, and payer messaging, segmented by target accounts.

Taken together, the strategic insights, data, and analytics fueled by Triangle Insights, Policy Reporter, and TrialCard led to a recommendation that supported the client in a conservative contracting strategy – resulting in **significant cost savings of 20-30% with no meaningful loss of patient access or decline in prescription volume**. The insights were also succinctly summarized into a leadership-focused presentation to garner buy-in across the organization before employing the contracting and messaging strategy.



The partnership between Triangle Insights Group and Policy Reporter means we are well-positioned to tackle the complex and evolving market access landscape. Contact us for tailored solutions to your most challenging pricing and market access problems.

Megan Thomas,
Partner, Triangle Insights Group

Sample Macro Trends:

Macro trends are adding significant complexity to the already dynamic pricing and market access landscape in the US (sample, not exhaustive):



Legislative trends associated with the drug pricing provisions of the Inflation Reduction Act (IRA)



Biden Executive Orders on drug pricing and resultant CMMI initiatives (e.g., Accelerating Clinical Evidence Model, Generic Drug Model, Cell and Gene Therapy Access Model)



Regulatory rulings that impact loss-of-exclusivity and novel program approvals



Shifts towards increasing demand for HTA-like assessments in the US