

# Real-world example: a PIE program with US payers to support preliminary access for a new immunology product



## SUMMARY

Our client was launching a new immunology product with a new mechanism of action in a crowded US market. In order to support payers in their upcoming formulary planning and to better understand payer dynamics within the disease area, there was an identified need to develop a pre-approval communication strategy for US payers.



## OUR APPROACH



### Review of evidence

To begin, we reviewed available client evidence to determine what data were available – and where evidence gaps would need to be addressed through a targeted literature review and/or generation of additional data.



### Strategic planning workshop

Following our review of available data, we held a planning workshop with a cross-functional client team to determine the goals of the pre-approval communications as well as key messages that were important to include in these scientific communications. Within this workshop, we also brainstormed materials that may support these communications, and generated a strategy for communications, including a target account list.



### Development of PIE deck

Our team next generated a detailed outline of key components within the presentation, which was ratified through a cross-functional team. Once aligned, we developed the scientific pre-approval information exchange (PIE) deck, and supported internal client approvals to begin scheduling PIE meetings. Key topics included the market landscape (disease burden, competitive landscape), product launch timing, clinical evidence, and pricing information.



### Additional deliverables

In addition to the PIE deck, our team also helped with the generation of other ancillary PIE support materials, including:

- pre-approved discussion questions and responses to support presenter preparation
- training presentation to support account directors and anyone else who would be involved in PIE presentations
- approved outreach emails to support communications.



## CLIENT VALUE

These PIE materials were used in over 30 payer regional and national accounts across the US to support pre-approval account meetings. The presentations provided clarity to our client around potential access and clinical uptake barriers and allowed time prior to launch to address some of these concerns. Feedback provided also demonstrated that some payer accounts were extremely appreciative of the proactive communication, which allowed them ample time to prepare for entry of an additional high-cost product in a crowded market that would likely have preferred status due to clinical benefit. Overall, this PIE initiative was regarded as highly successful within our client's organization and became a gold standard for high-visibility or high-cost products moving forward within the organization.

