PUBLICATION PLANNING WITH PAYORS IN MIND: IMPORTANT CONSIDERATIONS

KEITH EVANS, SP RINGER HEALTHCARE
Publication planning with payers in mind: Important considerations
The Current Approach
Clinical differentiation is still the key

Gilmore & Mozeson (2012) A new key to access: Solve the Payer’s Problem
Economic differentiation and commercial performance

Gilmore & Mozeson (2012) A new key to access: Solve the Payer’s Problem
**Limited influence on healthcare decision making**

<table>
<thead>
<tr>
<th>Intensity of impact</th>
<th>Macro (n=22)</th>
<th>Meso (n=20)</th>
<th>Micro (n=8)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No influence</td>
<td></td>
<td></td>
<td>12.5%</td>
</tr>
<tr>
<td>Minor impact</td>
<td>54.5%</td>
<td>30.0%</td>
<td>25.0%</td>
</tr>
<tr>
<td>Moderate</td>
<td>27.3%</td>
<td>15.0%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Major</td>
<td>4.6%</td>
<td>30.0%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Unknown</td>
<td>13.6%</td>
<td>25.0%</td>
<td></td>
</tr>
</tbody>
</table>

What needs to change?

<table>
<thead>
<tr>
<th>Necessary changes</th>
<th>Macro (n=14)</th>
<th>Meso (n=38)</th>
<th>Micro (n=3)</th>
<th>Total (n=55)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Methodology</td>
<td>14.2%</td>
<td>39.5%</td>
<td></td>
<td>30.9%</td>
</tr>
<tr>
<td>Applicability</td>
<td>28.6%</td>
<td>21.0%</td>
<td>67.0%</td>
<td>25.5%</td>
</tr>
<tr>
<td>Communication</td>
<td>28.6%</td>
<td>23.7%</td>
<td></td>
<td>23.6%</td>
</tr>
<tr>
<td>Availability</td>
<td>28.6%</td>
<td>15.8%</td>
<td>33.0%</td>
<td>20.0%</td>
</tr>
</tbody>
</table>

They know what's good for us

“It is occasionally indicated to us that we are apparently setting out to give the public what we think they need - and not what they want, but few know what they want and very few what they need”

John Reith *Broadcast over Britain* (1924) p.34
Improving performance

“Whereas economic evaluation is seen as an insightful tool...its methodological developments have decreased decision-maker’s capacity to use it”

A better approach

Creating better publication plans
Think outside the box

Adapt the approach to suit the payer

- Low drug spend acute and chronic conditions
- High burden chronic conditions
- Commoditized Primary Care
- Life Threatening Diseases

Commoditized Primary Care

Life Threatening Diseases
Don’t overestimate the audience

Important considerations

• Challenge your customer
  – Think wider than before about what to publish
  – Publish things that are relevant in this therapy area?

• Be willing to educate them in publishing practices and ethics

• Don’t overestimate your audience’s knowledge

• When should you publish?

• Where should you publish?
  – Is this really suitable for a therapy area journal?
  – This is a means not an end