

**PUBLICATION PLANNING
WITH PAYORS IN MIND:
IMPORTANT CONSIDERATIONS**

KEITH EVANS, SPRINGER HEALTHCARE



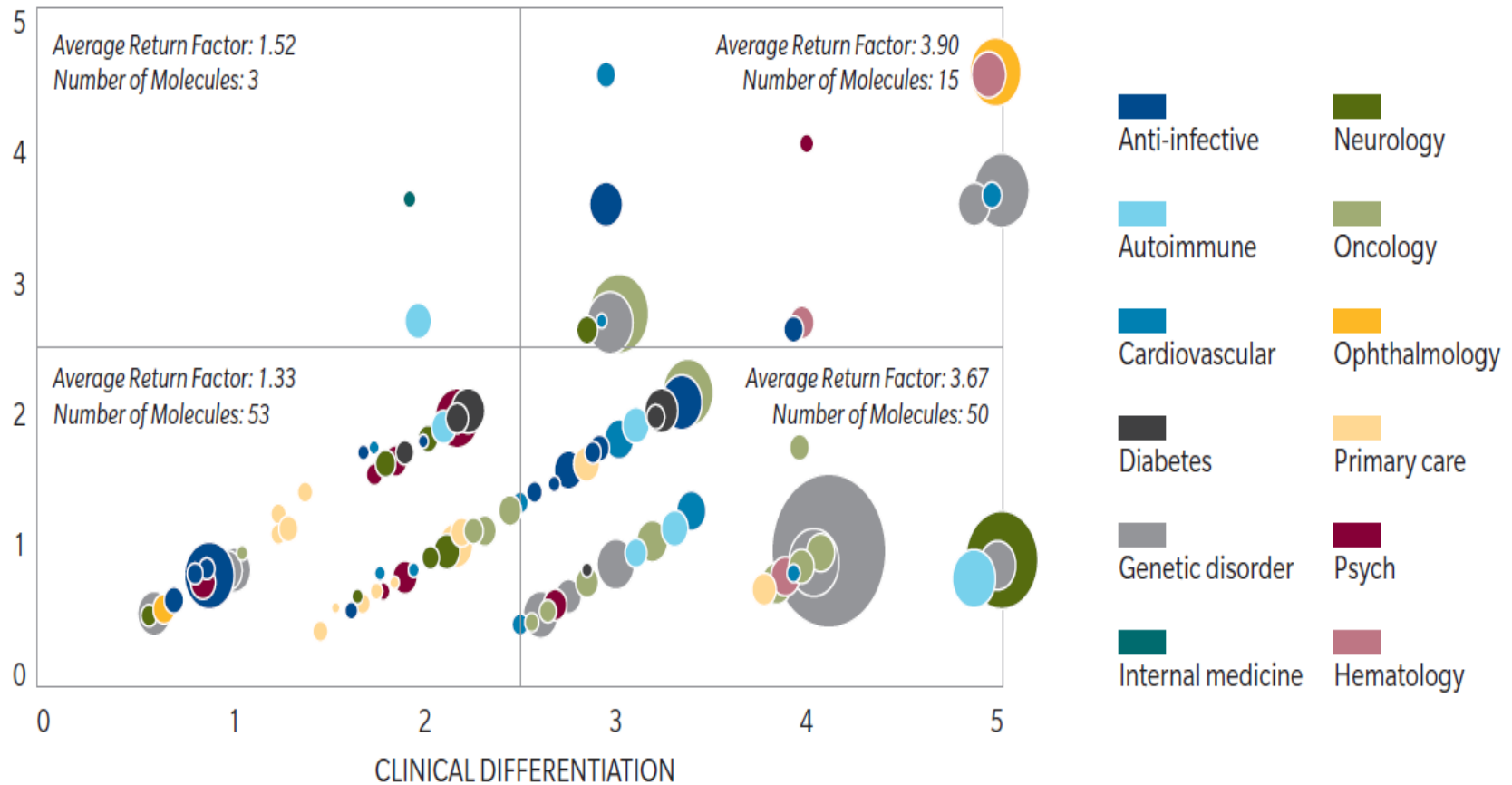
Publication
planning with
payers in mind:
Important
considerations



The Current Approach

Clinical differentiation is still the key

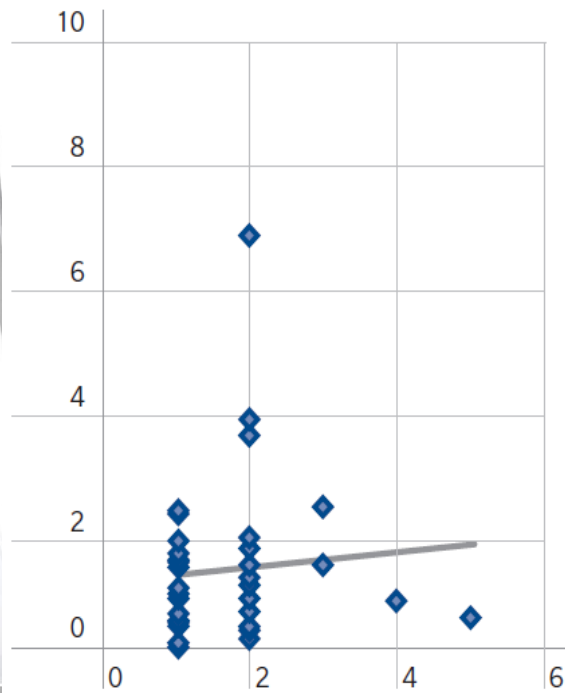
ECONOMIC DIFFERENTIATION



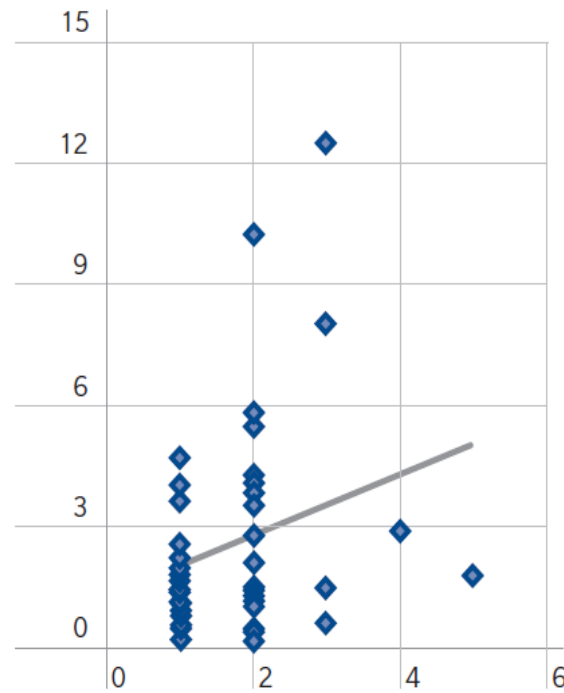
Economic differentiation and commercial performance

CLINICAL DIFFERENTIATION = 2
N=39

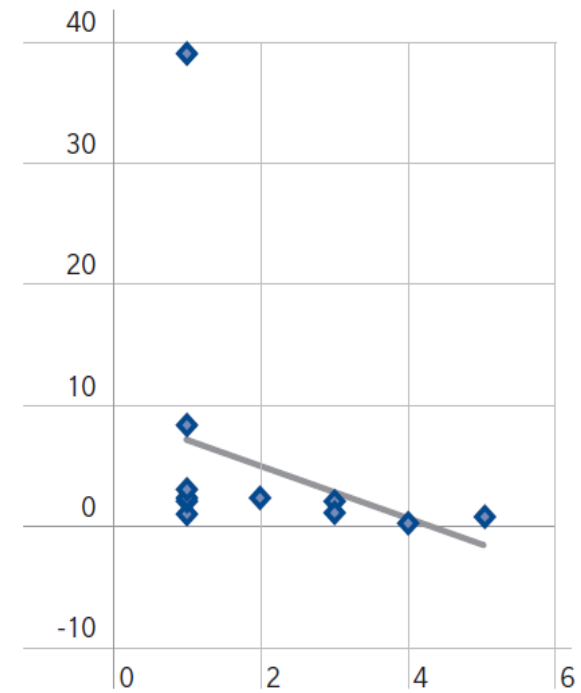
RETURN FACTOR



CLINICAL DIFFERENTIATION = 3
N=43



CLINICAL DIFFERENTIATION = 4
N=13



Limited influence on healthcare decision making

Intensity of impact	Macro (n=22)	Meso (n=20)	Micro (n=8)
No influence			12.5%
Minor impact	54.5%	30.0%	25.0%
Moderate	27.3%	15.0%	50.0%
Major	4.6%	30.0%	12.5%
Unknown	13.6%	25.0%	

van Velden ME et al. Economic evaluations in healthcare programmes and decision making. *Pharmacoeconomics*. 2005;23:1075-82.

What needs to change?

Necessary changes	Macro (n=14)	Meso (n=38)	Micro (n=3)	Total (n=55)
Methodology	14.2%	39.5%		30.9%
Applicability	28.6%	21.0%	67.0%	25.5%
Communication	28.6%	23.7%		23.6%
Availability	28.6%	15.8%	33.0%	20.0%

van Velden ME et al. Economic evaluations in healthcare programmes and decision making. *Pharmacoeconomics*. 2005;23:1075-82.



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”

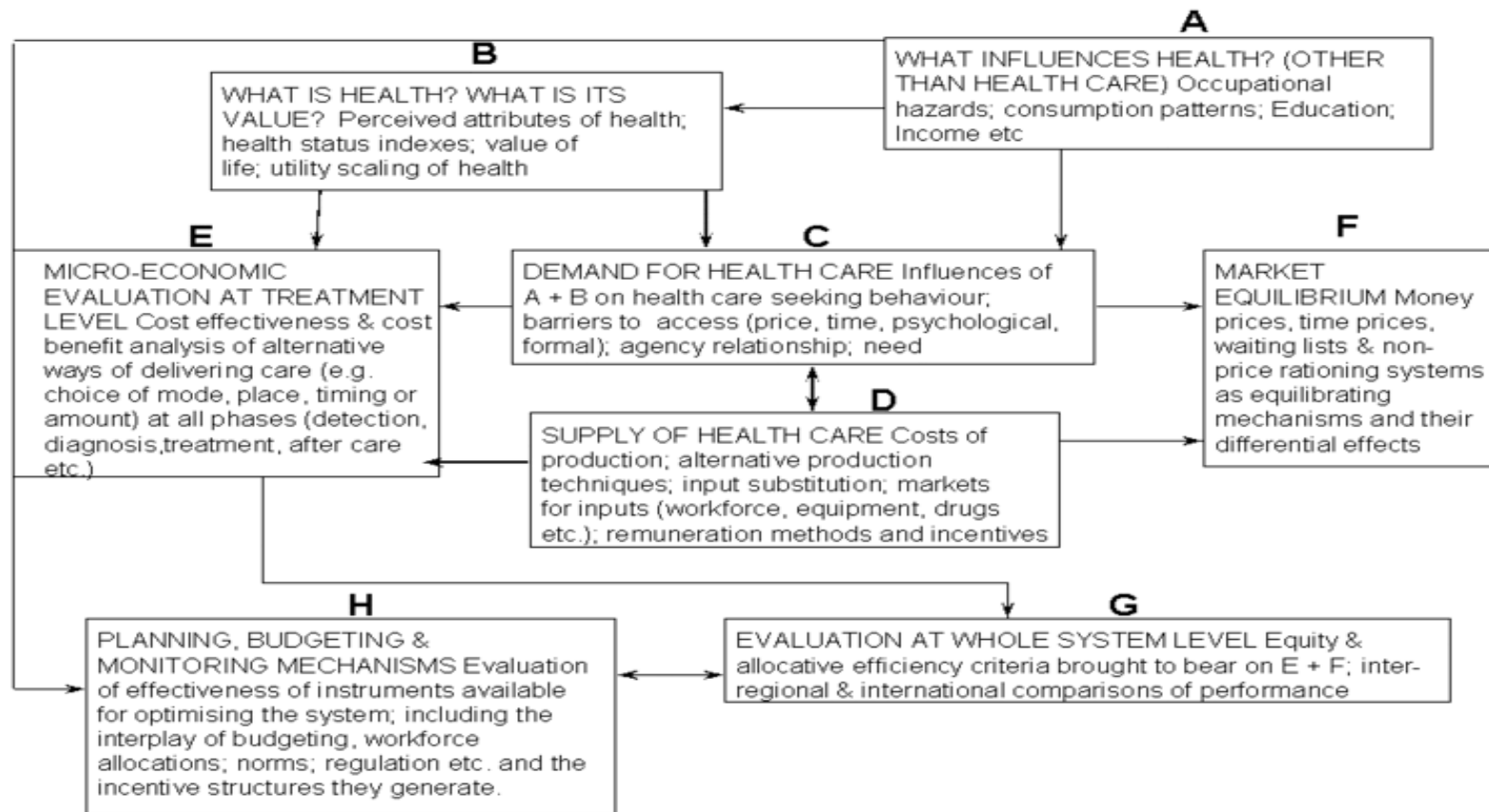
Brouselle & Lessard (2011) Economic evaluation to inform healthcare decision making. *Social Science & Medicine* 72 (6): 832-839



A better approach

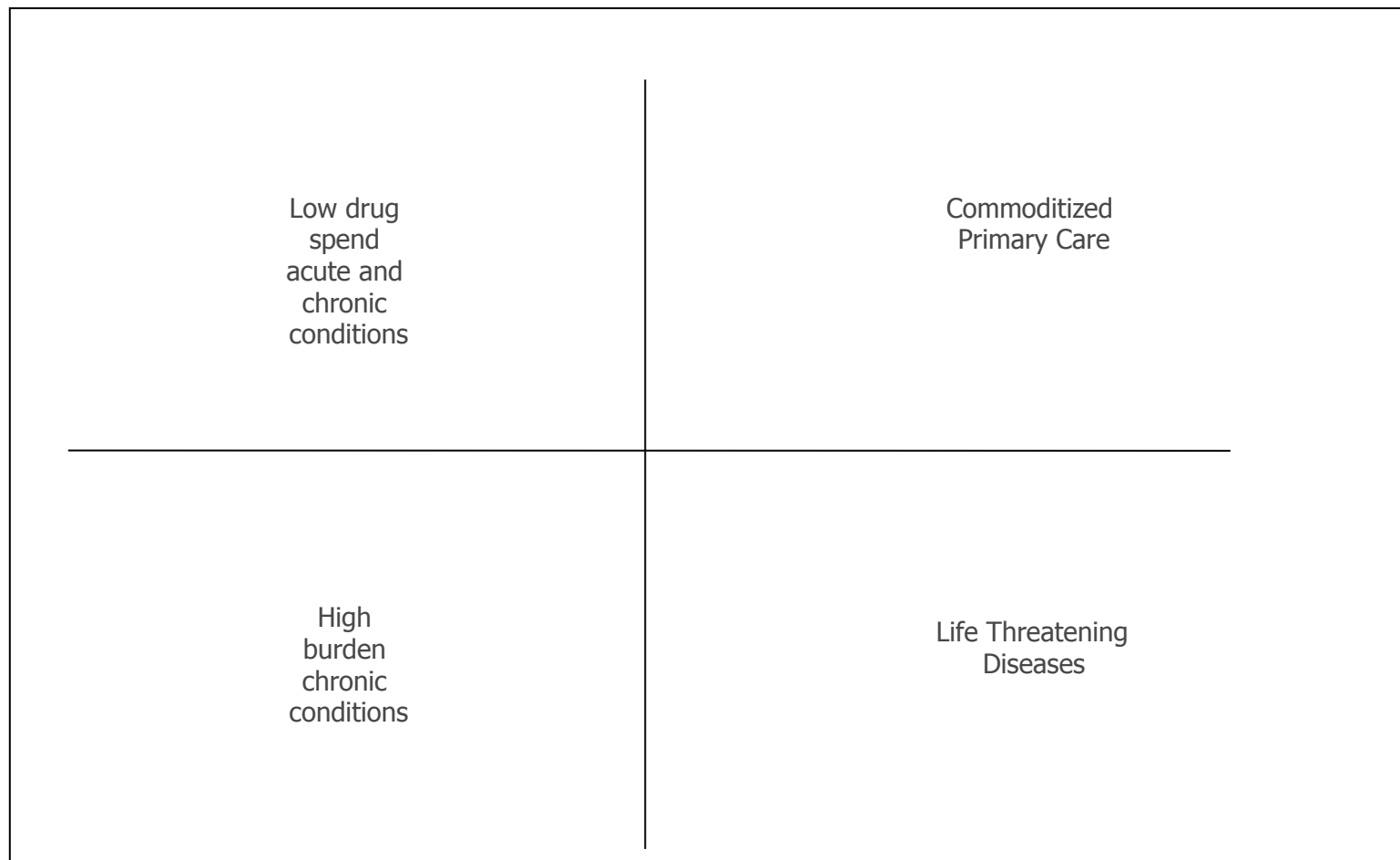
Creating better publication plans

Think outside the box

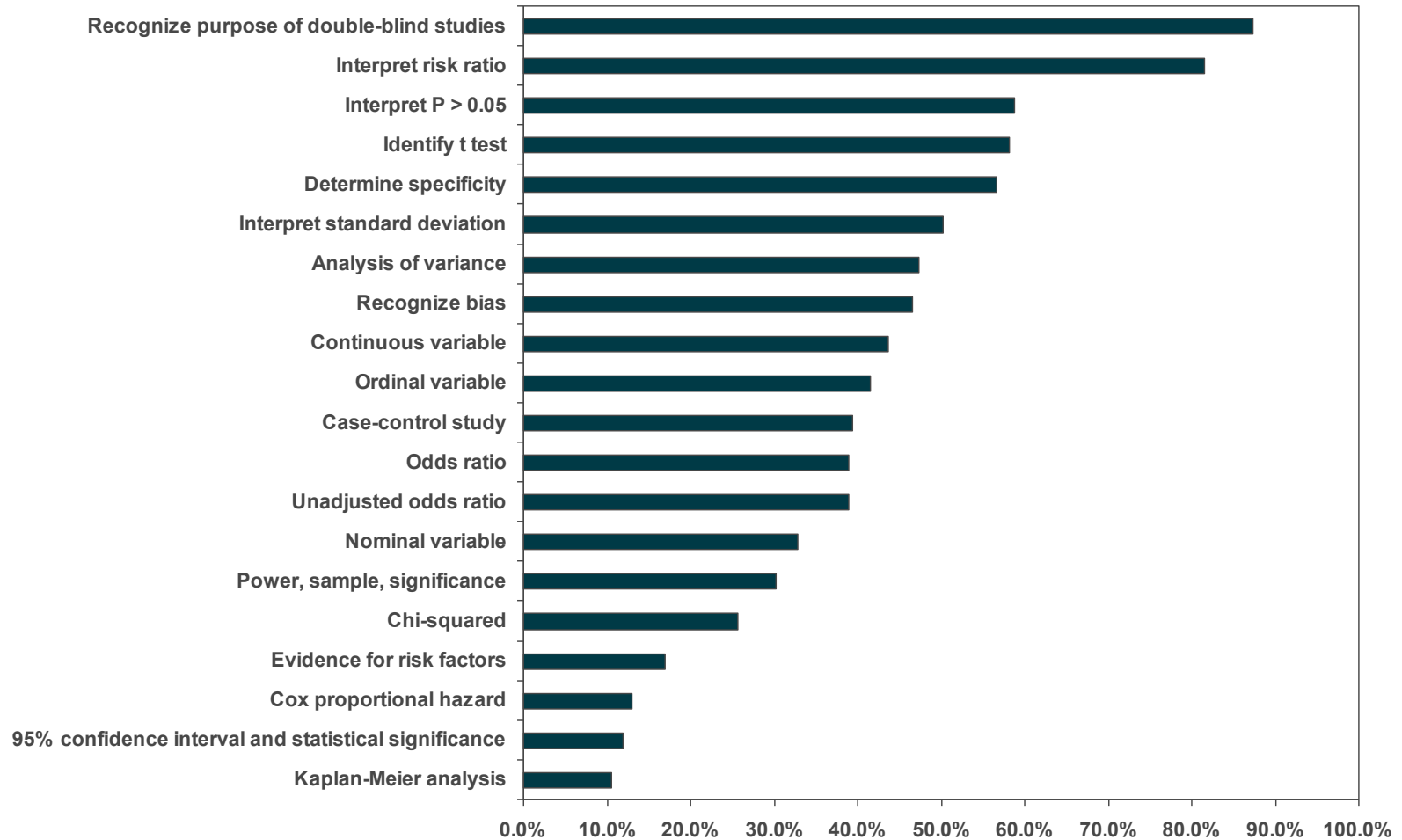


Williams, A. (1987), "Health economics: the cheerful face of a dismal science", in Williams, A., *Health and Economics*, London: Macmillan

Adapt the approach to suit the payer



Don't overestimate the audience



Source: Windish et al. Medical residents understanding of the biostatistics and results in the medical literature. *JAMA*. 2007;298(9):1010-1022.

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