



## HIGHLIGHTS FROM

# “Public Policy and the Patient Voice in Defining Market Access Solutions”

## ? Have we lost sight of the patient in the new product value proposition?

! **Over the last decade, we have seen an evolution in the development of a brand's value proposition.** Where previously the wider value to the patient was described at launch, there is now a more focused, evidence-based assessment to meet the Health Technology Assessment (HTA) and Pharmacy & Therapeutics (P&T) requirements for access.

With this shift in emphasis to these technical HTA requirements, we believe the wider impact and benefits to the patient are often understated.

To ensure we do not lose perspective of the holistic value of treatments, we need to identify, assess and incorporate the patient voice in parallel with the evidence-based value story. With this approach we believe we can help shape policy and better inform the decision-makers who drive local priorities in healthcare.

## ? What can we do to find, articulate and embed patient values and the larger burden in a payer evidence-based value story?

! **The patient voice can demonstrate the less tangible impacts of a disease, which are not generally communicated and embedded in technology assessment templates.** We need to put ourselves in the shoes of the patient to learn their real-life issues and give them a voice, by capturing insights from them and their caregiver.

Our culture has created a new window for all stakeholders to access these real, 'less-tangible' impacts, as patient's stories and opinions are being shared online on podcasts, social media and in patient forums. This has created an open community of patient voices which the pharma industry can use to identify trends and unmet needs. To uncover these rich insights, we can apply social listening techniques.

Furthermore, with the rise and acceptability of virtual meetings, our reach to access and engage with patients and other stakeholders is higher than any time before. By intelligently leveraging our new

opportunities, we can see the gaps and similarities within each stakeholder's beliefs, behaviours, fears and knowledge. For example, prescribers and the wider network of healthcare professionals are not always exposed to the 'things' that matter to patients, and there is often a disconnect between the problems faced by patients and the solutions being proposed. One effective tactic to utilise this resource is blinded listening, which will allow us to hear patient voices without bias.

If we couple these insights with market research gained from patient groups, as well as traditional healthcare stakeholders' findings, we can piece together the real burden of disease and impacts of treatments, and so include the patient voice in the value story.

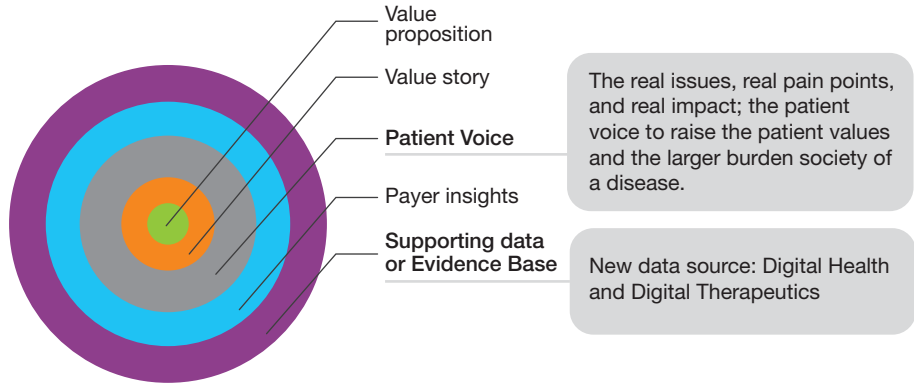


## Strengthening the value proposition through incorporation of the Patient Voice

**We need to identify, assess and incorporate the patient voice in parallel with the evidence-based value story.**

Some realignment of the overall value proposition to take into account the patient voice will help ensure that priorities in healthcare cover the real impact to patients.

### The reimaged value proposition and value messages



## Talk to the moderators!

Instead of just focusing on meeting the technical requirements of an HTA and P&T submission, the evidence-generation strategy should prioritise gathering the real issues, real pain points and real impact on the patient. Listening and capturing the patient voice in the 'enhanced value proposition' will ensure that any approval for access is underpinned by the wider benefit to patients which will drive uptake.

**The experience of our Prime Access team in the payer and pharmaceutical industries means that they are perfectly suited to help incorporate the patient voice into market access solutions. Contact the moderators to find out how we can help you!**



*Sue O'Leary*  
Senior Vice President,  
Prime Access

[Sue.OLeary@primeglobalpeople.com](mailto:Sue.OLeary@primeglobalpeople.com)



*Jenny Blackham*  
Vice President, Client Partnerships,  
Prime Global

[Jenny.Blackham@primeglobalpeople.com](mailto:Jenny.Blackham@primeglobalpeople.com)



[Info@primeglobalpeople.com](mailto:Info@primeglobalpeople.com)



[primeglobalpeople.com](http://primeglobalpeople.com)