

Communicating the Value: Developing Messages for Payers

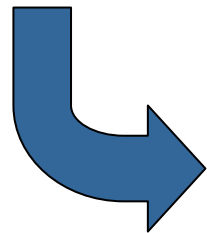
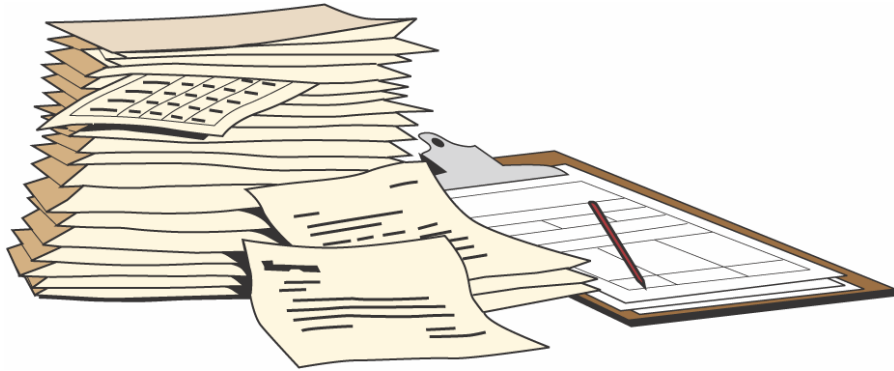
Melanie Lucero

Deirdre Mladsi (formerly Neighbors)

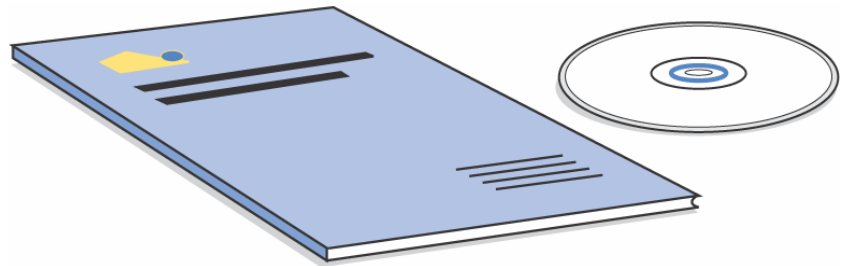
Josephine Mauskopf

October 26, 2004

Great Research!



Strong and Simple Message!



Workshop Objectives

- ▲ Participants will learn how to craft a meaningful value message, how to gauge its relevance, and how to assure it is supported by evidence.

- ▲ Specifically, participants will learn how to create messages that:
 - ◆ Tie scientific product information (e.g., mechanism of action, class effects) to ultimate health outcomes;
 - ◆ Communicate abstract concepts (e.g., QALYs, NNT, ICERs) into terms that are tangible to payers; and
 - ◆ Help payers recognize the relevance of patient reported outcomes, e.g., health-related quality of life.

Workshop Overview:

▲ Training

- ◆ What is a value message?
- ◆ Why is it important to communicate the value of your product?
- ◆ What steps are necessary for creating value messages?
- ◆ What steps are necessary for refining value messages?

▲ Practice

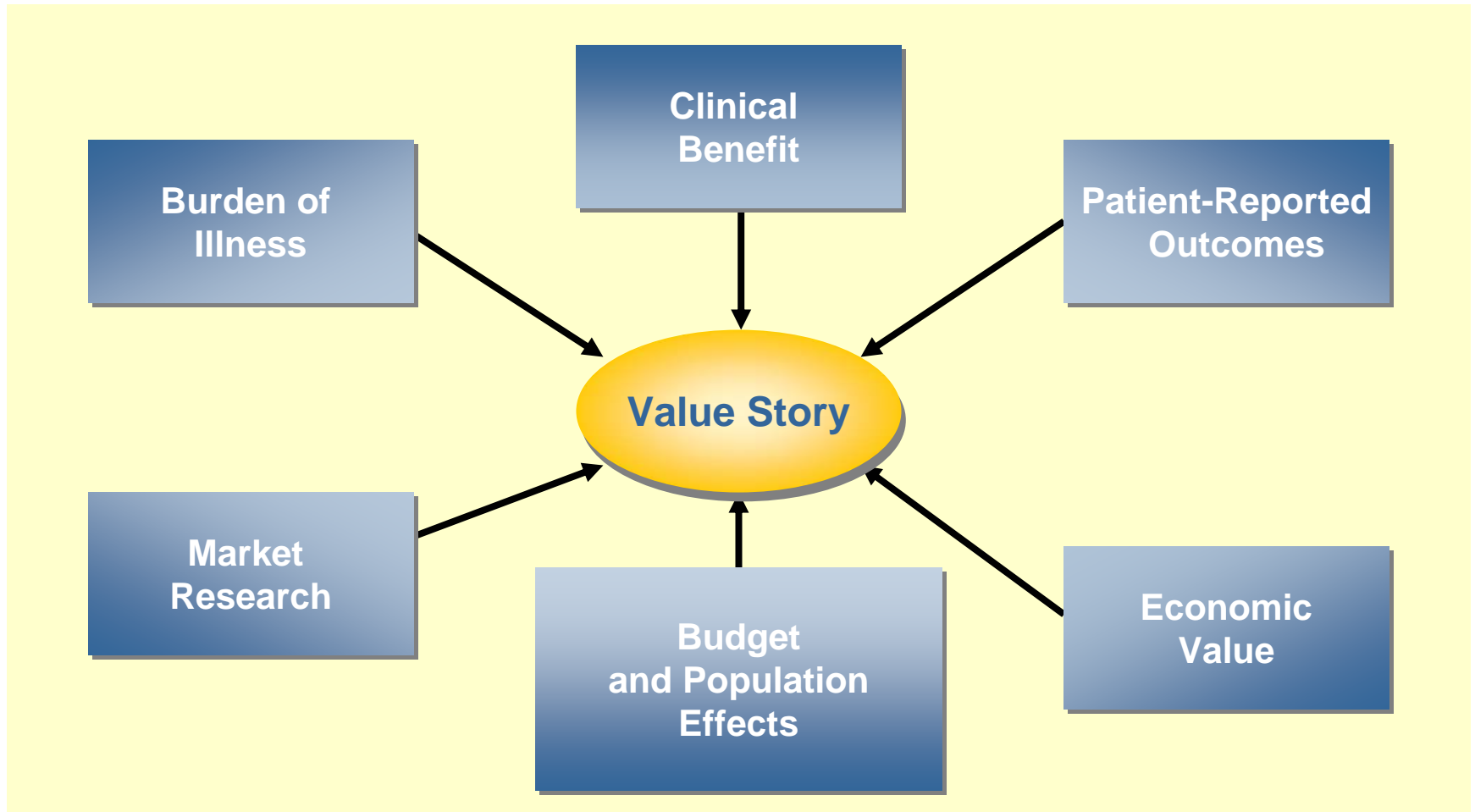
- ◆ Group Exercise
- ◆ Discussion

What is a value message?

A Value Message.....

- ▲ Is the simplest statement that conveys a value aspect of the drug
- ▲ Addresses a concern of one or more payers or influencers
- ▲ Is supported by direct scientific evidence

Evidence of Value



***Why is it important to
communicate the value of
your product?***

Brainstorming Activity

Share a situation in which you may have needed to communicate the value of a product to someone.



***What steps are necessary
for creating value
messages?***

***Payers &
Influencers
and
their Needs***

Payers and Influencers

▲ Payers and Providers

- ◆ National (UK NHS, Centers for Medicaid and Medicare, and Australia PBAC)
- ◆ Regional (Provinces, Sick Funds, Trusts, and Managed Care)
- ◆ Local (Hospitals, Pharmacies, and Budget Holders)

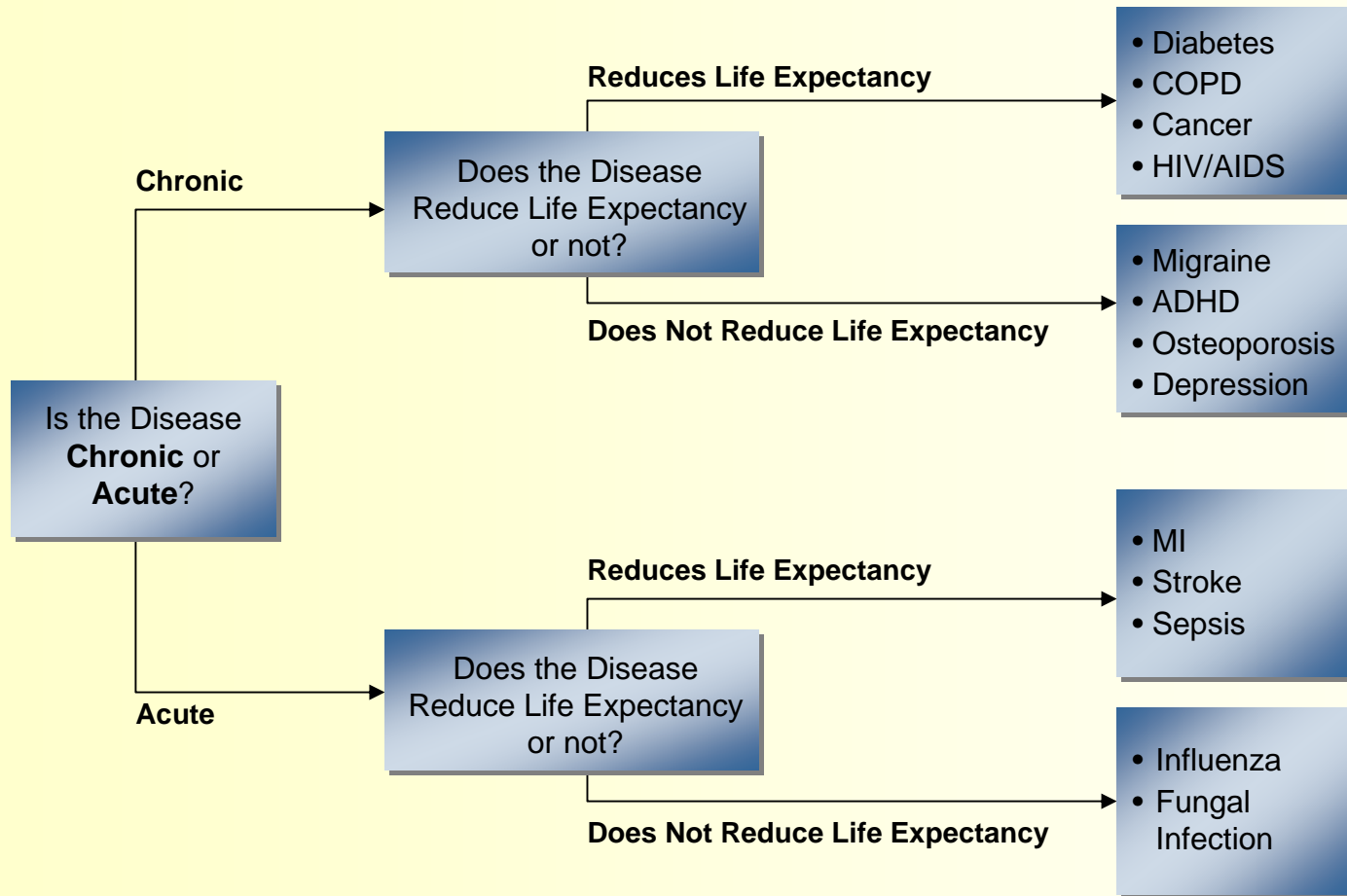
▲ Physicians/Prescribers

▲ Patients and Patient Advocacy Groups

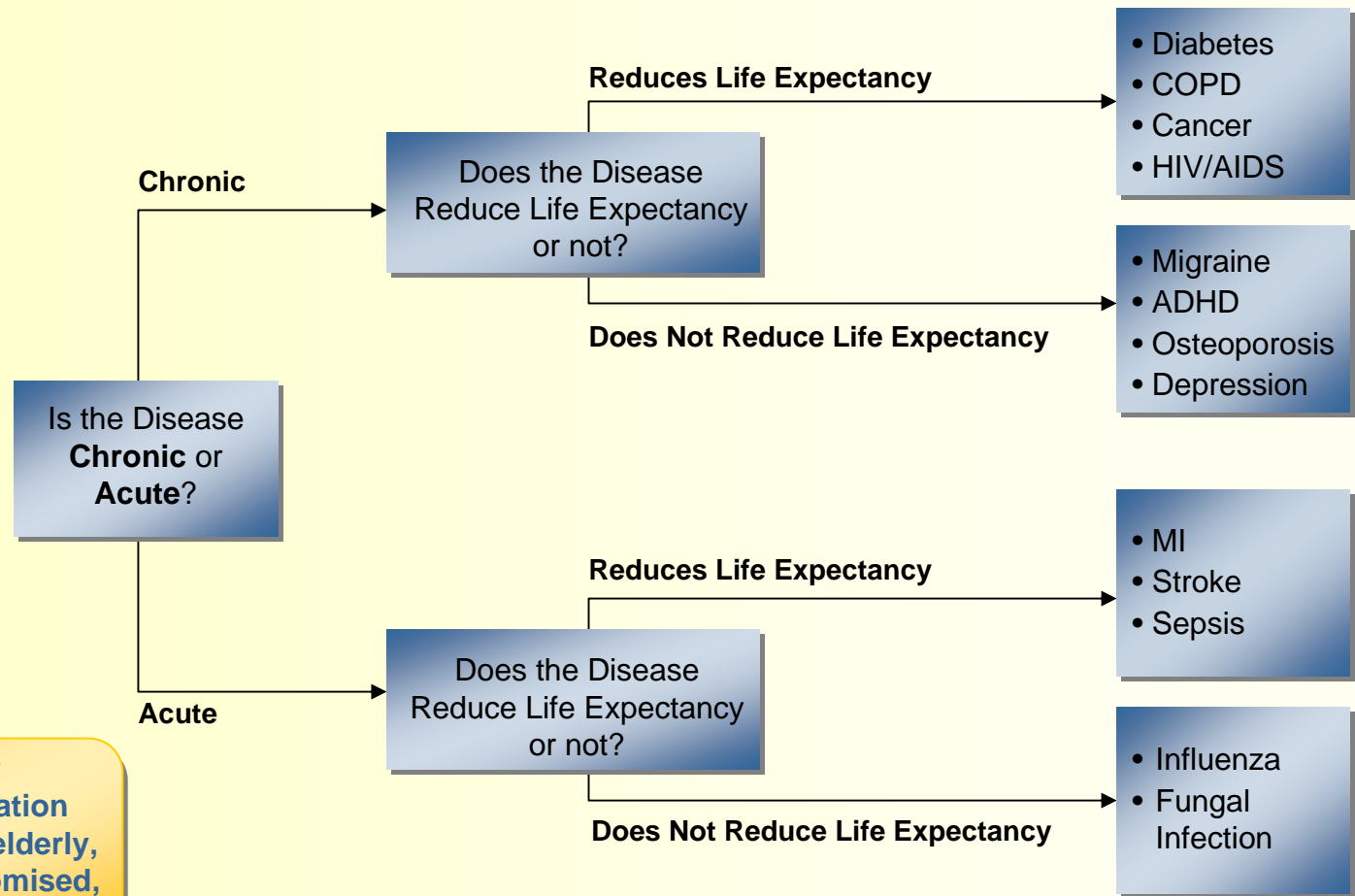
▲ Public Policy Entities

▲ Media

Characterize Disease

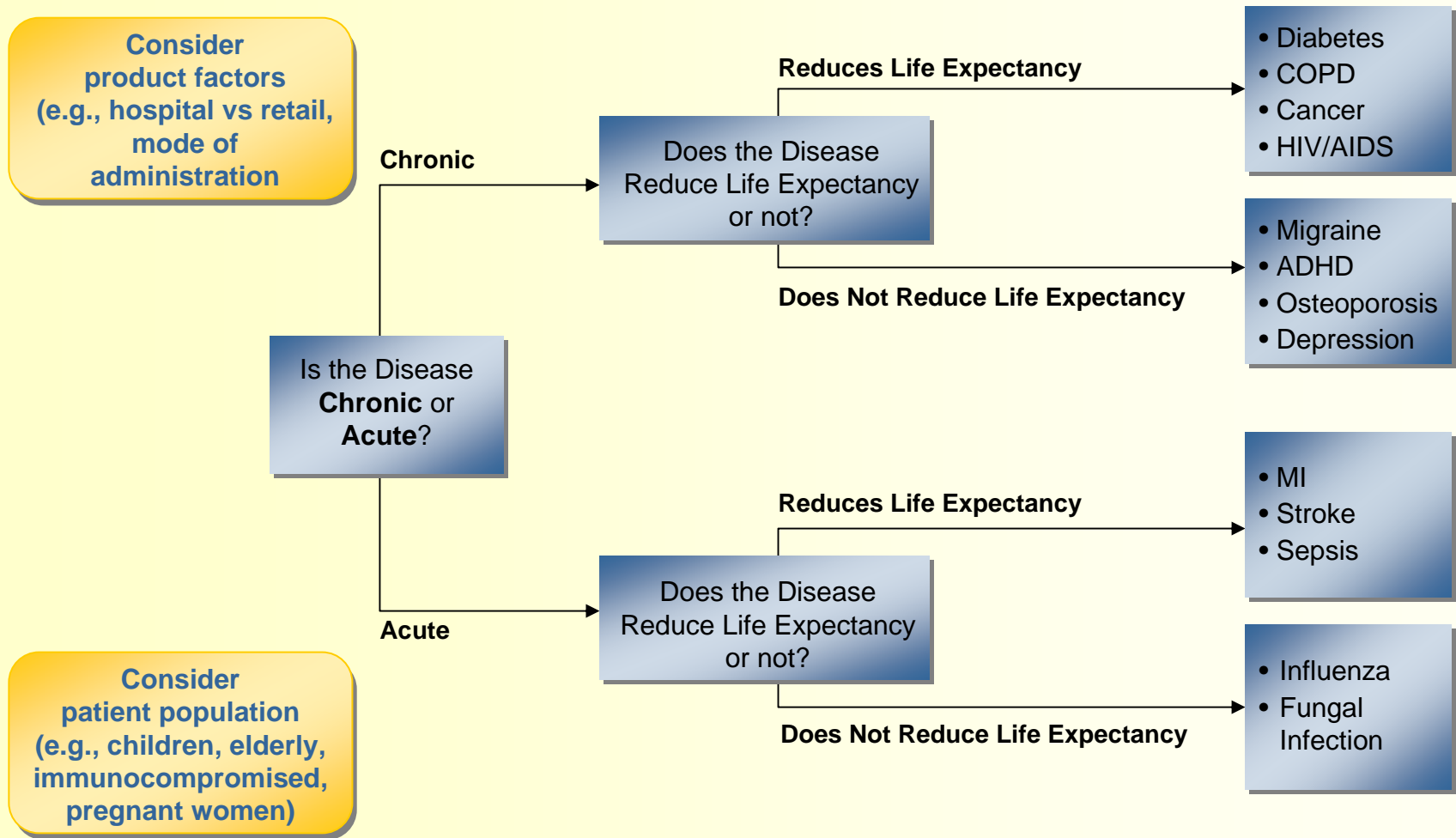


Consider Patient Population



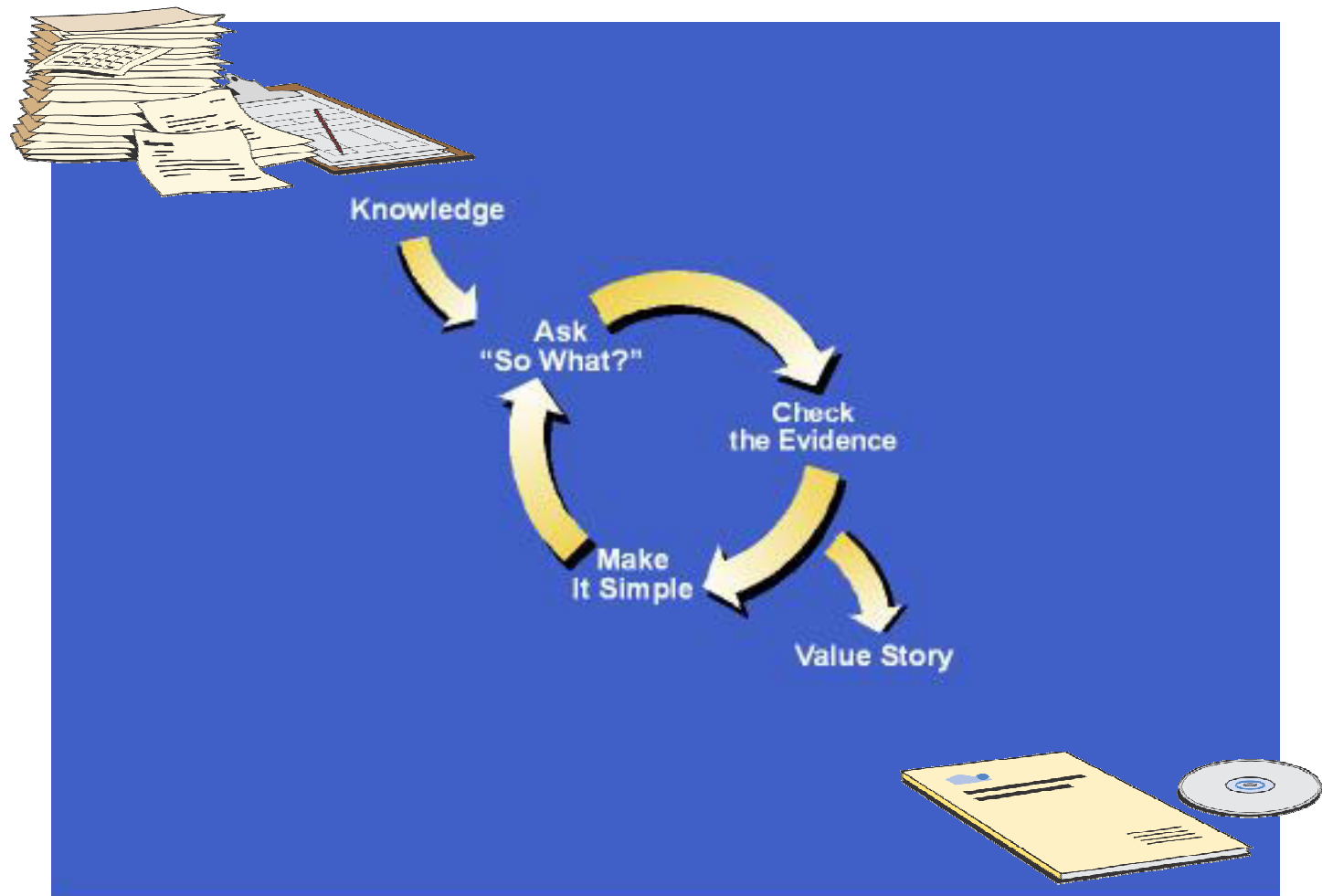
Consider patient population (e.g., children, elderly, immunocompromised, pregnant women)

Consider Product Factors



What steps are necessary for refining value messages?

Refining Value Messages



Ask “So What?”

Before:

“Miracle Drug is a humanized monoclonal antibody produced by recombinant DNA technology, directed to an epitope in the B antigenic site of the J protein of antibody sequences.”



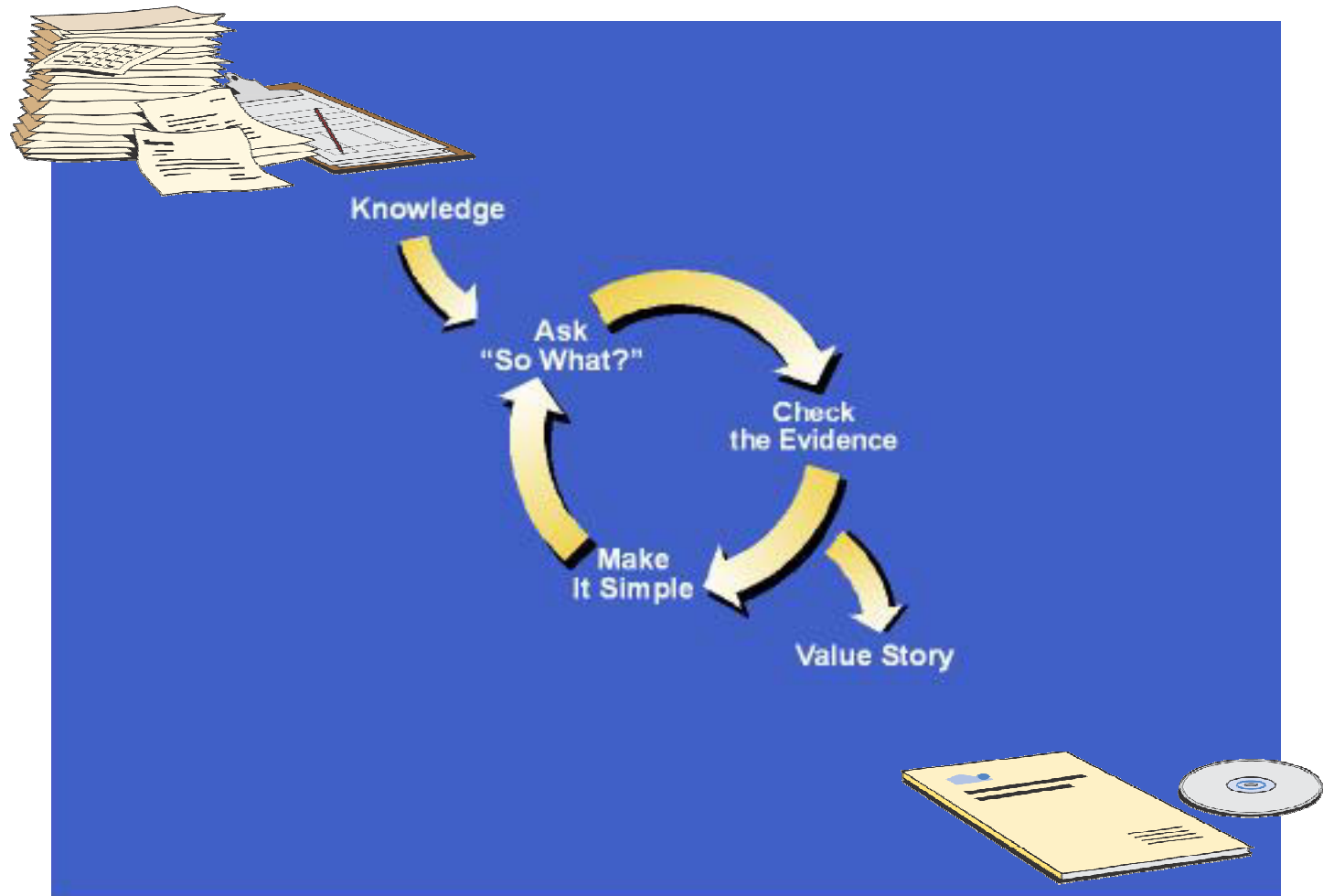
Ask “So What?”

After:

“Because of its site-specific targeting mechanism, Miracle Drug eliminates symptoms from the viral infection in one day compared to 10 days with the Older Drug.”



Refining Value Messages



Check the Evidence

Before:

“Serious Disease affects many people.”



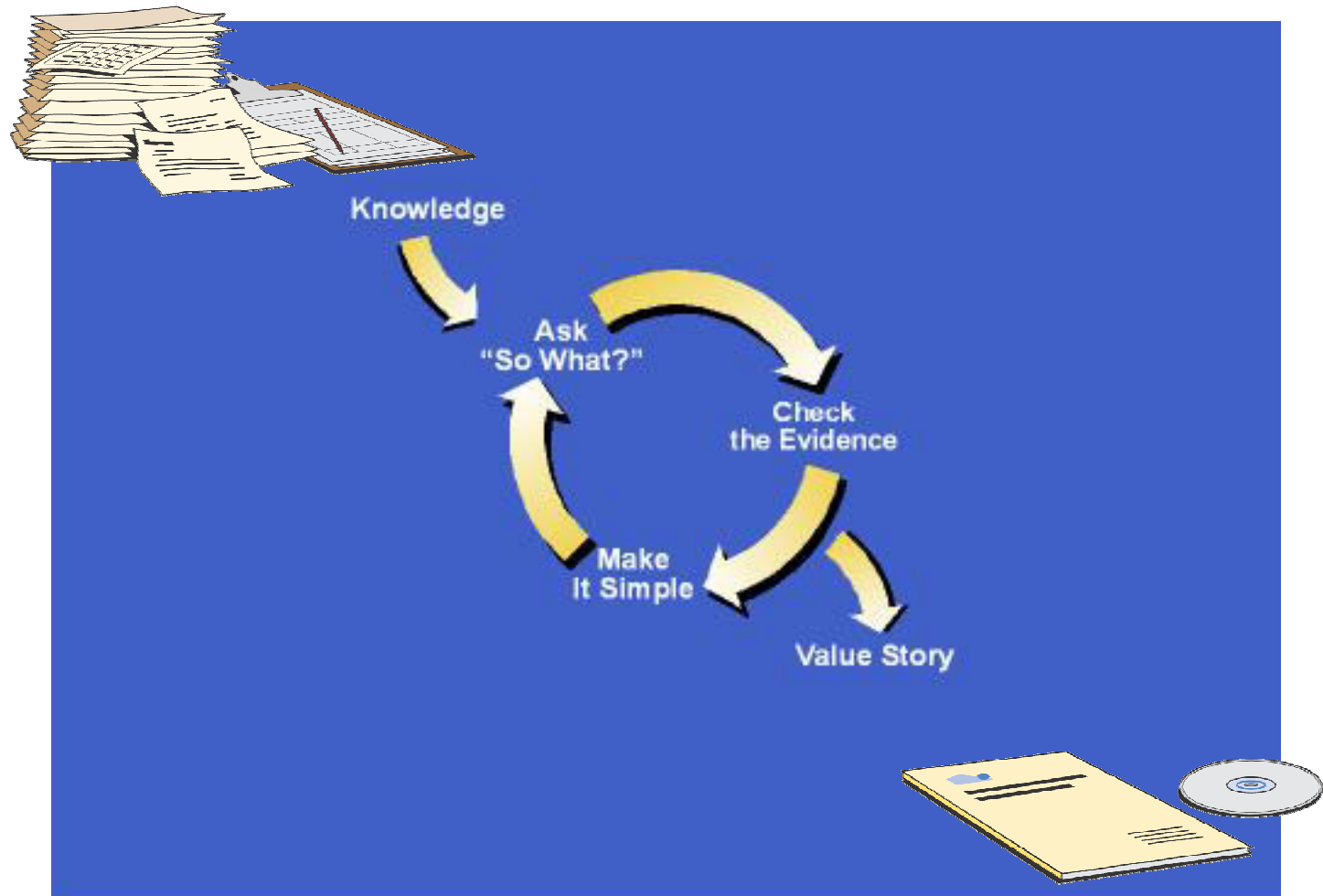
Check the Evidence

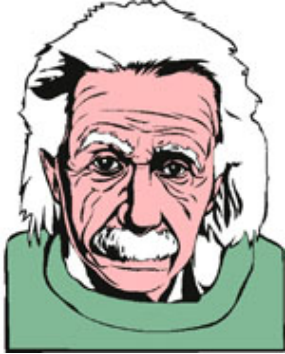
After:

*“Serious Disease affects elderly women,
the fastest growing population segment of
the world.”*



Refining Value Messages





“Out of clutter, find simplicity.”

— Albert Einstein

Make It Simple

Before:

- ▲ *“Patients prefer the once weekly dosing of Miracle Drug over the twice daily dosing of Older Drug.”*
- ▲ *“Patients prefer the flavor of Miracle Drug over that of Older Drug.”*
- ▲ *“Patients prefer the size of the Miracle Drug tablet over the size of the Older Drug tablet.”*



Make It Simple

After:

“Patients prefer Miracle Drug over Older Drug.”



Make It Simple

Before:

“Due to its life-saving properties, Miracle Drug reduces the number of fatal experiences resulting in a 49.7% decrease in mortality ($p < 0.001$) because of Serious Disease and its complications.”



Make It Simple

After:

“Miracle Drug saves lives.”



Summary

- ▲ Identify payer and influencer needs
- ▲ Gather evidence
- ▲ Consider disease, population and product characteristics
- ▲ Craft value messages
- ▲ Refine value messages
 - ◆ Ask “So What?”
 - ◆ Check the evidence
 - ◆ Make it simple

Group Exercise



QUESTIONS?

Deirdre Mladsi

Global Head

Health Outcomes Strategy

RTI Health Solutions

dmladsi@rti.org

Tel. 919-541-7094

Melanie Lucero

Senior Health Outcomes Scientist

Health Outcomes Strategy

RTI Health Solutions

mlucero@rti.org

Tel. 919-541-5963