

Situational simulation – will formulary committee members play the game

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Introduction



Global healthcare landscape is changing

- HC policy makers and payers increasingly involved
- Focus differs between payers and physicians
- Pharma companies need to bridge this gap to secure ROI



Impact on market research

- Growing request for payer research at all levels
- Market research needs to deliver input to marketing strategies to help pharma companies **find the optimal balance between payer and end-user satisfaction**



Formulary committee research (FCR)

- When to perform formulary committee research?
- What deliverables to expect?
- How to perform successful formulary committee research?



When to perform formularly committee research (FCR)?



New product launched, uptake below expectation



- Understand formulary perception of therapies
- Uncover which factors influence their perception
- ID drivers and barriers to change formulary behaviour

Lack of product differentiation,
few products listed on formulary



Identify what could differentiate products

- Look beyond conventional must-haves
- Generate new possibilities

Absence of unmet needs - lack of interest for new-comers, high sensitivity to cost



- Understand cost / benefit trade-off
- ID most influential committee member
- ID product characteristics that would drive product inclusion

What deliverables to expect?

Based on a formulary committee case conducted in the cardiovascular area in Europe big 5 and the US

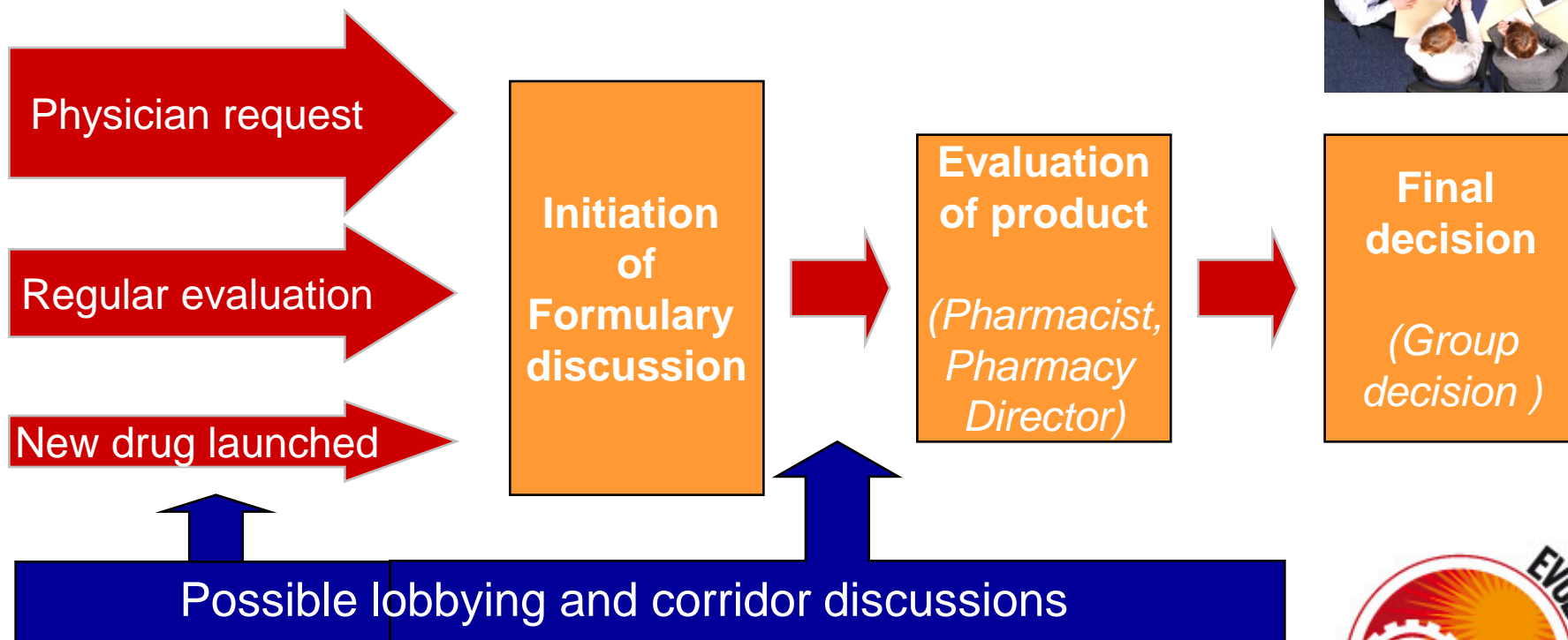


Fundamental deliveries of FCR:

- Discover which factors would drive change
- Identify most influential points and members of the FC
- Identify product characteristics that would drive or be barrier to inclusion
- Assess if and how barriers can be overcome



What triggers formulary discussion, and what are the leverage points?



What is the role and influence of each committee member?

Cardiologist



Most influential,
bring business,
will not be refused
drug of choice

Pharmacist



Make a rudimentary pharmaco-
economic evaluation
Can block decision

Internist



Followers

Haematologist



Expert,
contribute information and
views to the discussion



How is the [new] product perceived?

SWOT analysis

Strengths	Efficacy / safety Dosage and administration form	Trial data not convincing High cost	Weaknesses
Opportunities	Acquire new indication Niche for specific patient types	Absence of unmet needs Practice adaptation	Threats



How to perform successful formulary committee research?



What is formulary committee research?

- Situational simulation to reproduce a formulary committee (FC) meeting
- Focus-group like setting
 - 6-8 participants
 - different specialties dependent on indication area
- Minimal bias in behaviours shown and opinions expressed



Situational simulation

Accessibility of **product information**
to all participants – publication, reps visits



Product presentation
by medical doctor - discussion of questions
(45
min)

Simulation: Formulary Committee Meeting
Product discussion by permanent and visiting
members
(~75 *min*)

*A few
weeks
before*

*Group
Session
(2 hours)*



Challenging recruitment



- Proportions of participants reflects real situation
- Limited number of potential participants, difficult to access (joint availability)
- Country specific pre-phase (identify specialties & proportion visiting vs permanent members)
- Relatively high cost



































Who sits on a formulary committee?

: permanent member

: visiting member

Example countries in Europe:

	Country 1	Country 2	Country 3/4	Country 5
Pharmacist				
Pharmacy director				
Surgeon				
Hematologist				
Cardiologist				
Pharmacologist				
Nurse (directors)				
Purchasing/procurement mgr				
Financial manager				

Moderation – makes the difference

- Ability to facilitate a natural group discussion (allow participants to find own role)
- Respecting group dynamic & discussion flow is fundamental
- Deep knowledge of indication area & business problem is essential to dig deeper
- No discussion guide but “checklist of topics” for prompting



Case setting

Business problem:

poor up-take of product X in cardiovascular indication,
lack of formulary committee approval

Market research solution:

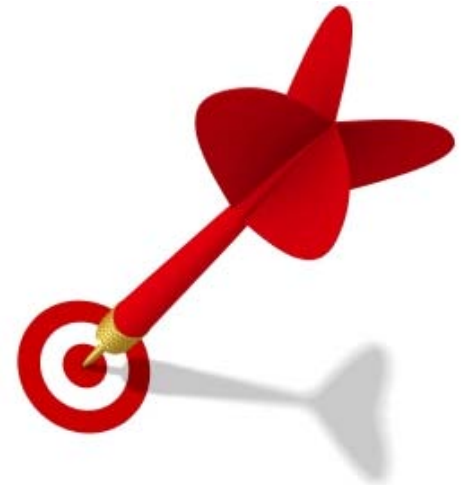
14 mock formulary committees, 4 in US + 10 in Europe
(Big 5)



Case setting

Key recommendations:

1. Gain an extra indication
2. Generate physician-driven demand
3. Maximise a niche position



Conclusions

- Formulary committee research can be important part of the research process – need for bridging the gap
- Products can be blocked by mid level payers (hospital FC)
- FCR insights help defining and focusing marketing strategies (actionable and practical)



Thank you!

