

# MARKET REPORT



## Pharma and Payers – Building Better Relationships

**BioPortfolio**  
Life Science Healthcare and  
Pharmaceutical  
Market Research and  
Corporate Data



# Pharma and Payers – Building Better Relationships

BioPortfolio has been marketing business and market research reports from selected publishers for over fifteen years. BioPortfolio offers a personal service to our customers with dedicated research managers who will work with you to source the best report for your needs. Based in the UK, BioPortfolio is well positioned to coordinate our customers' orders sourced from over 50 global report publishers.

We are pleased to present details of this report to assist your buying decision and administrative process. You will find easy-to-use *How To Buy* information on the last page of this document.

***We look forward to being of service to you.***

*If you have bulk and/or recurring requirements, please get in touch - we can liaise with publishers to obtain sample pages and negotiate discounts on your behalf.*

**Phone:** +44 (0)7887 945155 or **Email:** [bioportfolio97@gmail.com](mailto:bioportfolio97@gmail.com)

# Pharma and Payers – Building Better Relationships

## Introduction

Changes in the healthcare landscape have put payers (public and private) under mounting pressure to reduce the cost of care, and given them much greater influence over market access to new medicines.

In this new environment, regulatory approval of new drugs no longer guarantees favourable pricing and formulary placement. Instead, payers focus increasingly on value to determine pricing and access.

Drug developers need to understand the value review process, and adapt their organisation to engaging payers early in the journey. More profoundly, pharma companies must find ways to evolve their current transactional, and even adversarial, relationships with payers to more collaborative ones. After all, Pharma and payers share the same ultimate goals – to lower costs and improve care.

This new report helps Pharma and payers build a “win-win” relationship; by understanding each other’s needs, and by exploring new opportunities for collaboration.

## Scope

### Report Overview

This extensive report includes a wealth of information and tools that empower Pharma and payers to work together more effectively, with the ultimate goal of offering patients access to life-saving drugs, biologics, and vaccines.

After painting a detailed picture of the current environment (including explaining regional payer systems, and key factors driving change), the report offers a fascinating exploration of “what payers want”. You’ll learn about <https://www.bioportfolio.co.uk/product/25> [bioportfolio97@gmail.com](mailto:bioportfolio97@gmail.com) to order

the primary ways in which payers are measuring outcomes (e.g., QALY, CER, pragmatic clinical trials), and discover best practices in resource allocation, organisation, communication, and accountability.

The report includes real case studies of successful pharma-payer partnerships (such as risk-sharing agreements, clinical outcomes studies), and draws on expert opinions and advice from more than a dozen of the world's foremost thought leaders and executives in this space.

## Highlights

### Key Report Features

And many more renowned thought leaders and senior industry executives.

### Key Quotes

"It is no longer simply about drug cost but total cost of care to demonstrate a product's value. Pharma is beginning to understand that." Dr. Marcus Wilson, vice president, WellPoint, HealthCore Inc

"If drugmakers haven't got the relevant health economic data together to support the price of a new drug then it's never going to float." Michael Morgan-Curran, director, mHealth Diabetes, GSMA; director/owner, MM-C Innovative Solutions

"Each payer is different and to create and maintain long term mutually beneficial relationships, pharmaceutical companies must understand a payer's environment, the way they work, their needs and drivers." Elliot Rosen, managing director, Accession Healthcare Consultancy

Additional Details **Publisher** : FirstWord Pharma

### **Reference :**

**Number of Pages** : 67

**Report Format** : PDF

**Publisher Information** :

**FirstWord**

**BioPortfolio**  
Life Science Healthcare and Pharmaceutical  
Market Research and  
Corporate Data

**Best Prices  
Guaranteed**

**bioportfolio.co.uk**

**BioPortfolio**  
Life Science Healthcare and Pharmaceutical  
Global Market Research and Corporate Data



How to Buy...Pharma and Payers – Building Better Relationships **Option 1 - Online**

Go to our website and pay online with any major debit or credit card:

<https://www.bioportfolio.co.uk/product/25>

**Option 2 - Request a Proforma Invoice**

Fill in the details below, and **Scan** this page **and email** it to us at [bioportfolio97@gmail.com](mailto:bioportfolio97@gmail.com) We will send you a Proforma Invoice and deliver your report on settlement.

**Your Name:** .....

**Job Title:** .....

**Your Email:** .....

**Your Contact Phone:** .....

**Company Name:** .....

**Address:** .....

**Post/Zip Code:** .....

**Country:** .....

**P.O. Number:** .....

**Any Other Instructions:** .....

**Pricing Options:** (please tick one)

- \$591** | Single User Price
- \$2423** | Site License Price
- \$4803** | Global License Price

**Payment Options:** (please tick one)

- Online Credit Card** (we will email you the invoice with a payment link)
- Direct Wire Transfer** (we will email you the invoice with our bank details)

**Authorising Signature:** .....

**Option 3 - Phone Us on +44 (0)7887 945155**

We will be delighted to give you our personal attention.