

# MARKET REPORT



Pharma and the Changing US Payer Environment:  
Meeting the demands of Accountable Care  
Organizations (ACOs)

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# Pharma and the Changing US Payer Environment: Meeting the demands of Accountable Care Organizations (ACOs)

## Introduction

There's a revolution happening...and it's going to change the way pharma thinks.

As the accountable care movement gains traction in the United States and physicians eye a possible \$1 trillion in saved healthcare costs, ACOs are emerging quickly. There is no question that knitting together improved quality of care, real world data and quality measures will result in lower healthcare expenditures. But how will that affect pharma?

The answer lies in being a first-mover, understanding what it takes to be a successful ACO and most of all, adjusting traditional marketing and development practices in response. To be agile in the face of revolution, pharma must first understand the complete scope of the change now underway.

In Pharma and the Changing US Payer Environment: Meeting the demands of Accountable Care Organizations (ACOs), FirstWord explores the rapidly changing landscape of the accountable care movement and how it is poised to impact pharma. The report examines the types of ACOs, the critical pathway to their success and why it's so important for pharma to switch marketing and development practices to meet their needs. As an overview of a movement that changes minute-by-minute, the report is an urgently needed snapshot of an industry in transition.

## Scope

Key Report Features of Pharma and the Changing US Payer Environment: Meeting the demands of Accountable Care Organizations (ACOs) include:

The true scope of quality measures required of ACOs and how pharma may play a role  
Additional Details

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