

What's on the minds of PHDMs?

January 2024



SPHERIC

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WHO WE TALKED TO AND WHY



Insights gathered from a range of population health decision makers on current and future communications

Conducted in November 2023. Previous surveys in 2022, 2021, and 2019.

25 

All respondents responsible for decisions on medical and pharmacy benefits

18 

Pharmacy directors

7 

Medical directors

9 Regional MCOs
5 National MCOs
7 IDNs
4 PBMs

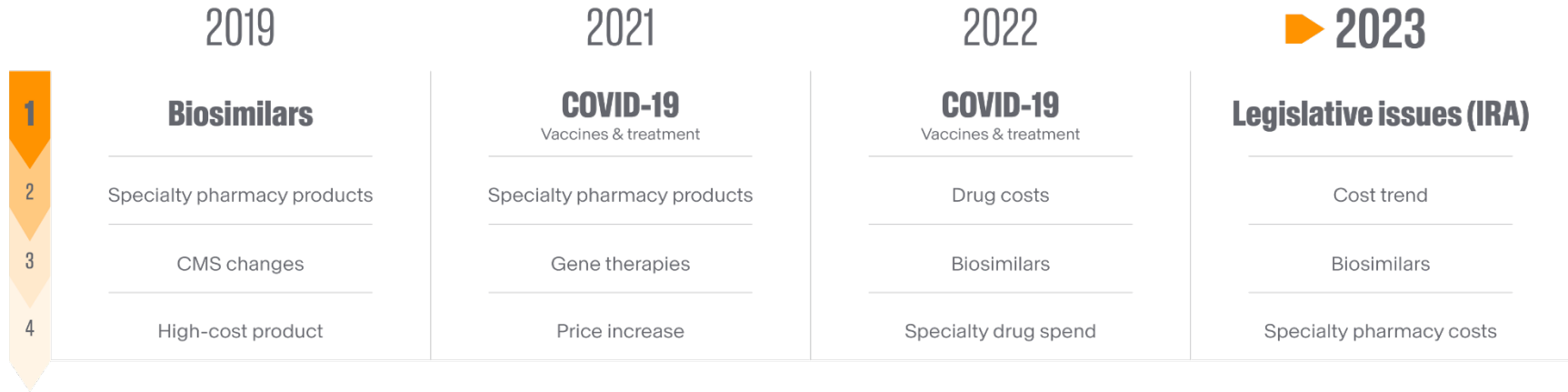


2023 Highlights

- ▶ Permanent changes in communication expectations
 - Seeking more content, insight
 - Fewer in-person meetings
- ▶ Legislative issues top of mind
 - IRA impact looming
 - Restrictions on horizon
- ▶ Digital delivery in demand
 - Payer-specific websites praised
 - Newsfeeds, social sites rise in importance



Priorities shifted away from COVID to managing legislative issues and, as always, cost

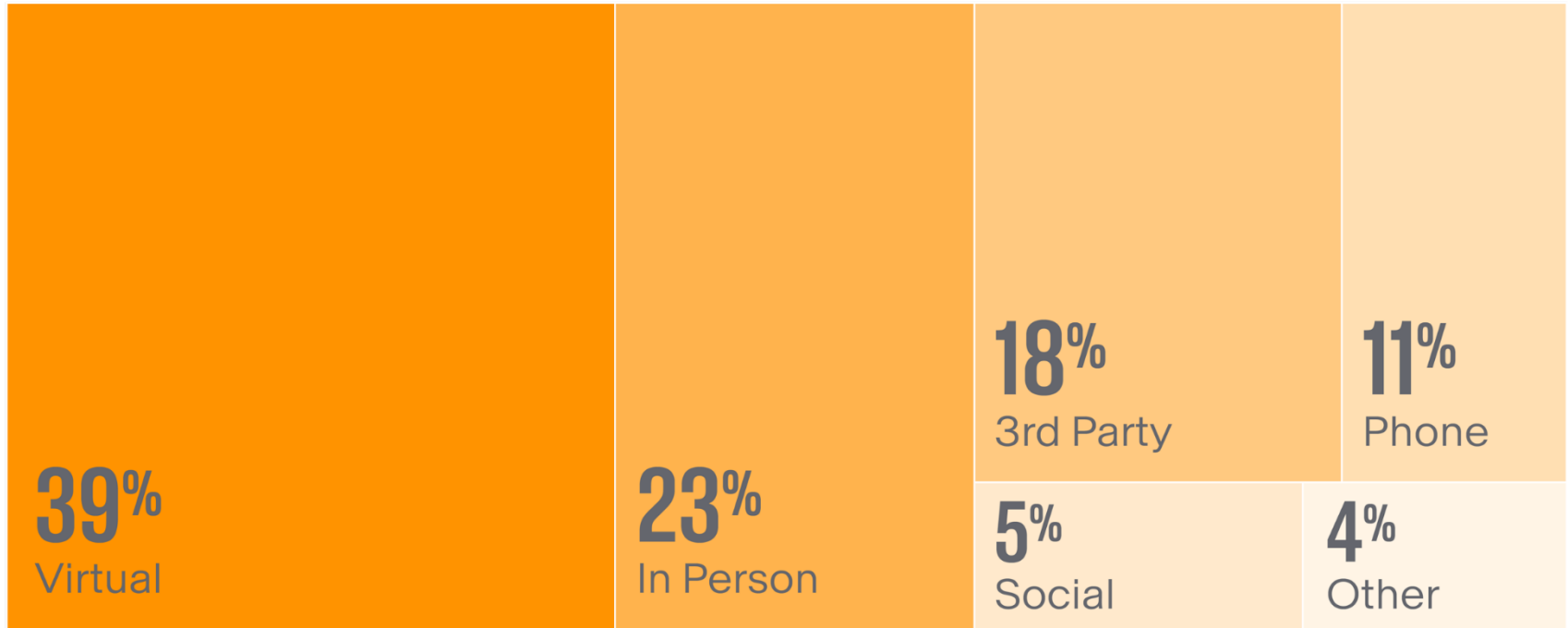


Q: What 3 large issues/challenges will be the focus of your attention and efforts over the coming 6 months?

No differences in pharmacy directors vs medical directors or regional vs national health plans or PBMs.
IDNs rate regulatory and compliance changes and 340B in their top 4.
Other mentions in 2023: compliance/regulatory issues, GLP-1 costs, rare disease drug costs, 340B changes.



Virtual visits remain the preferred method of contact— even without COVID concerns



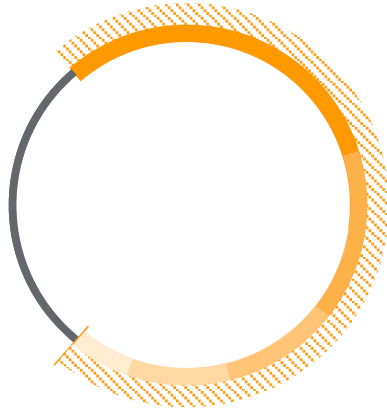
Q: What is the optimal mix of communications contacts you would like to receive from pharmaceutical manufacturers' Account Managers? Please fill in percentages to total to 100%



Payers want to spend majority of time on clinical evidence— not contracting

2022 2023

■ 28% Contracting



■ 32% Clinical data

■ 15% RWE

■ 11% Health resource utilization data

■ 9% Pharmacoeconomic models

■ 5% Risk sharing

**Does this change by
therapeutic area or if
it's a rare disease?**

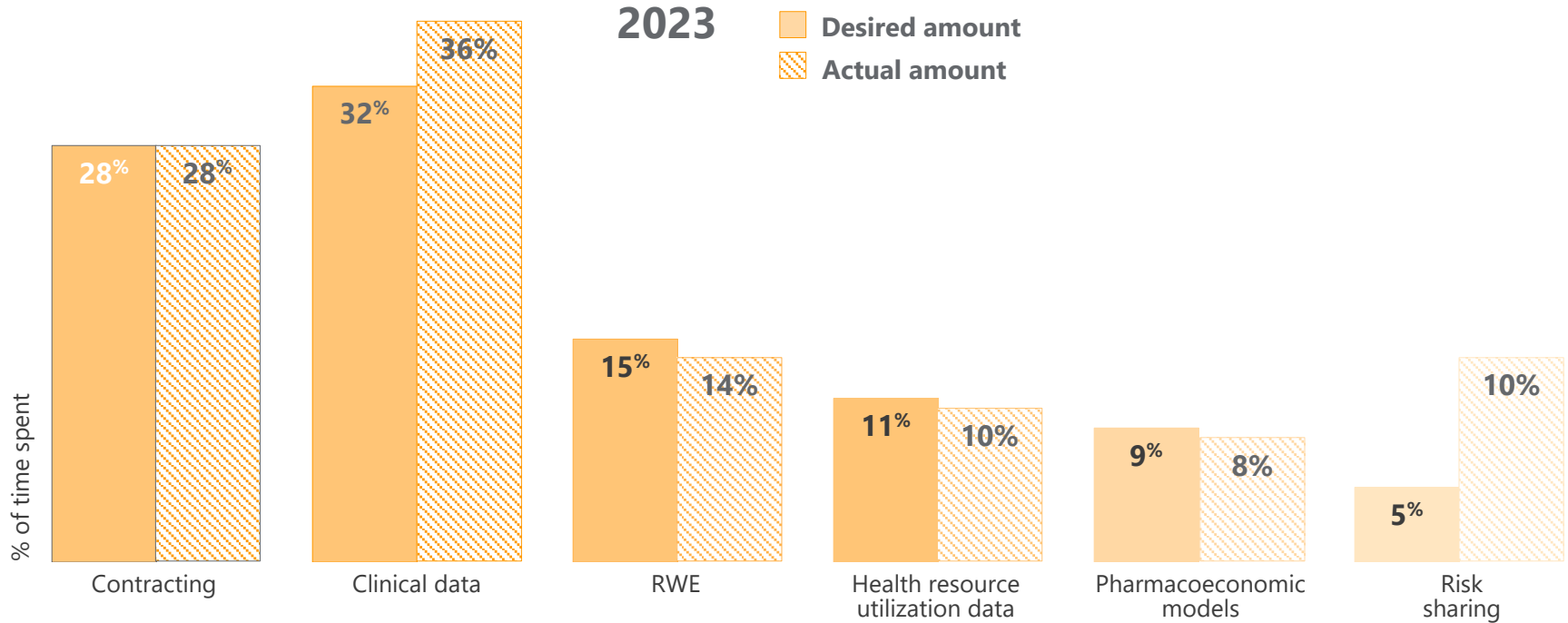
60% say no change

40% say the conversation
should be even
more clinically focused

Q: Thinking about your last interaction with a pharmaceutical manufacturer account manager, what topics and percentage of time should pharma use for meetings?

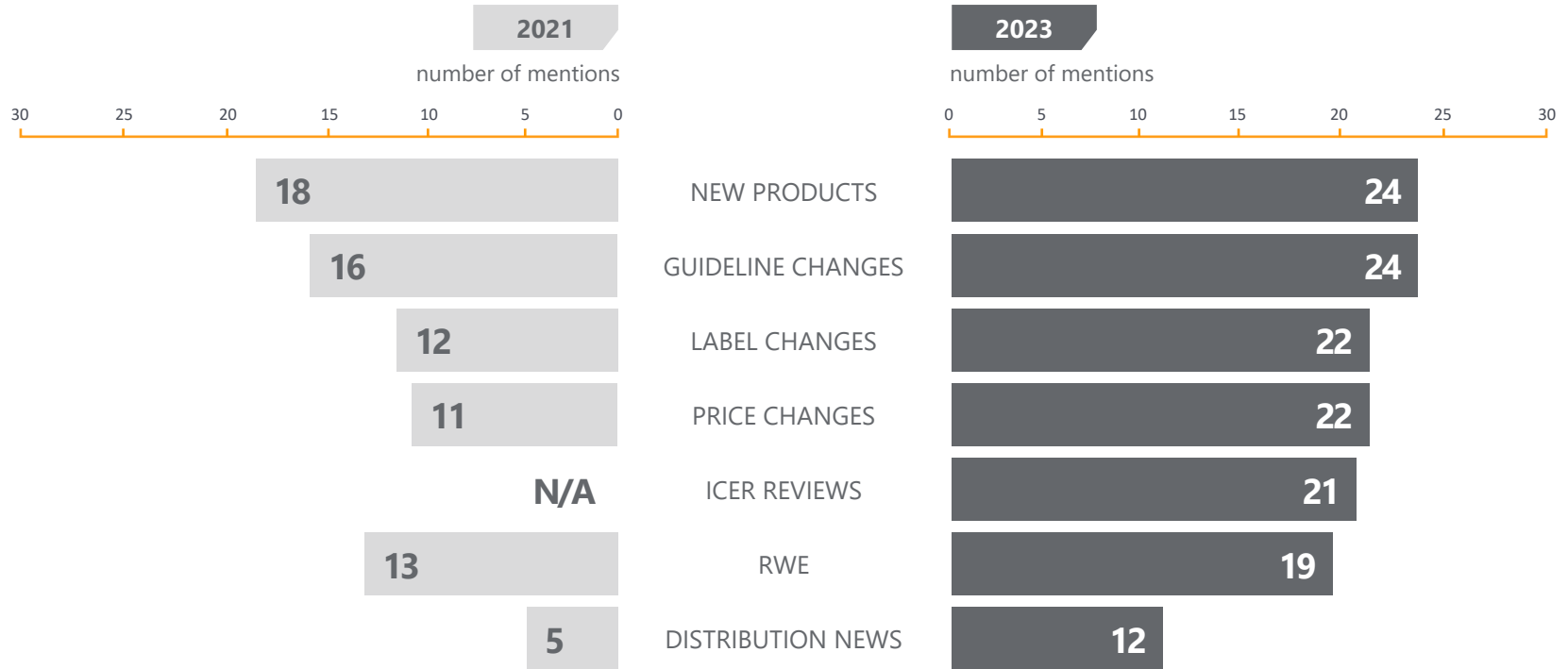


Account managers are spending the right amount of time on the right topics



Q: Thinking about your last meeting (in person or virtual) with a pharmaceutical manufacturer account manager, what percentage of time should/did you spend discussing...?

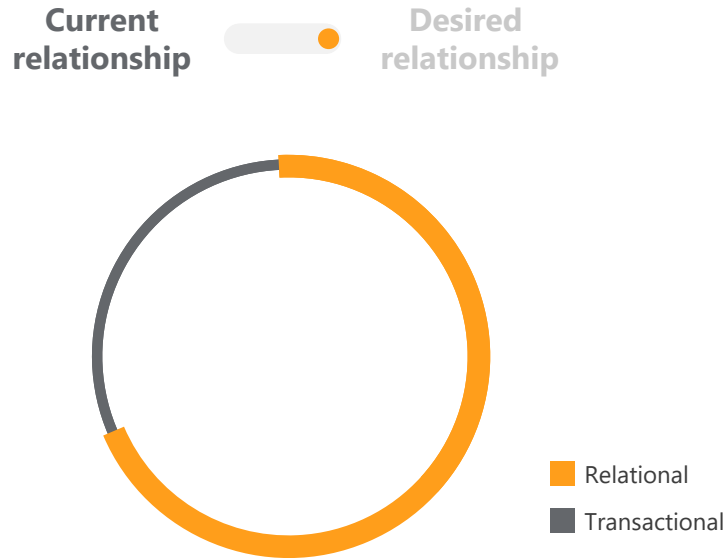
High-interest subjects have remained consistent



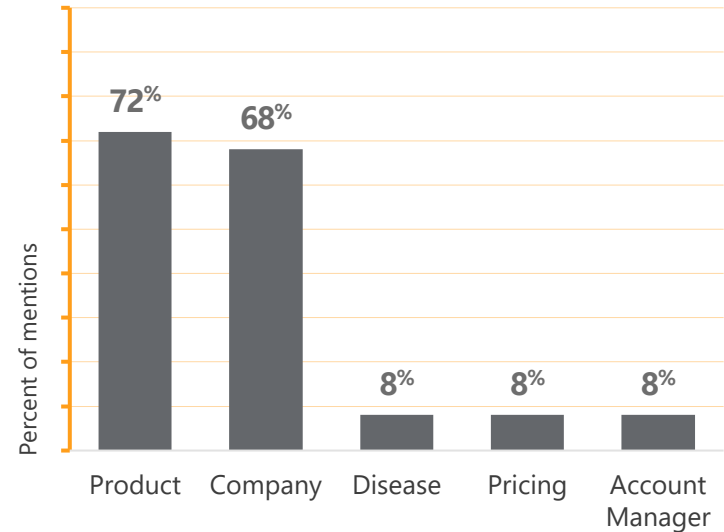
Q: Please rank your level of interest in receiving communication on the topics below from pharmaceutical manufacturers on these subjects. 1: high interest, 2: moderate interest, 3: low interest, or 4: no interest)



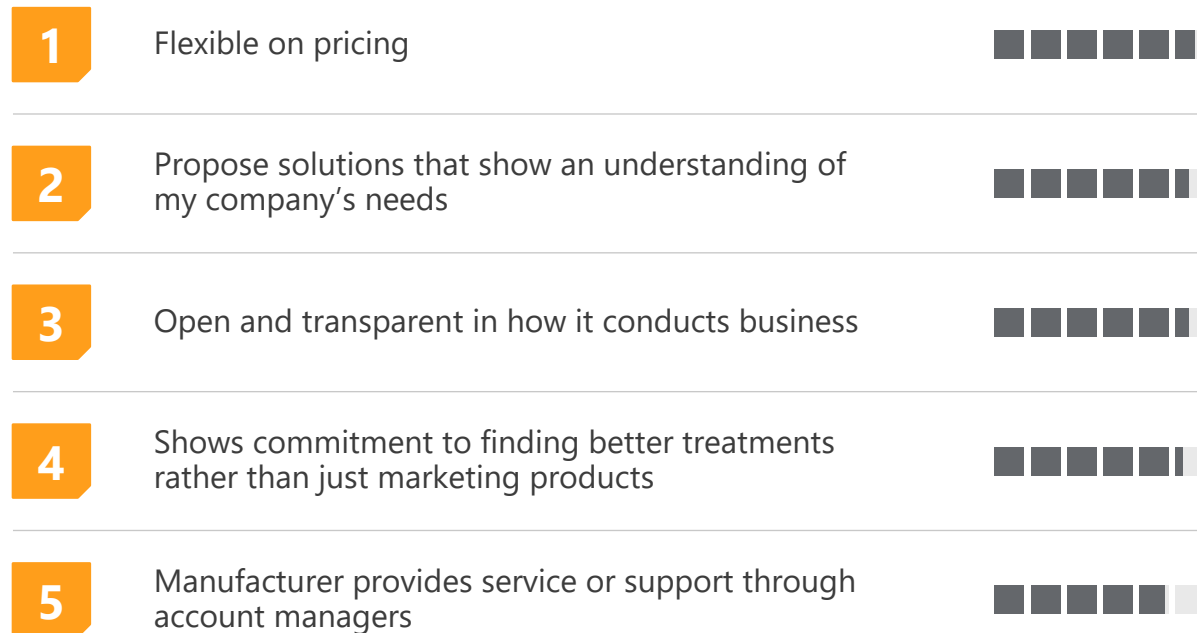
More account manager/PHDM relationships are transactional—but relational is desired



What determines the type of relationship?



Top 5 ways manufacturers can influence payer decisions



Also mentioned (in order of importance)

- The reputation of the manufacturer
- My opinion of the manufacturer
- My opinion of the account manager
- Has a large pipeline
- Constantly reinvents itself for the greater good

Q: When choosing pharmaceutical products, please indicate the impact each of the following attributes of the manufacturer has on your decisions. 1: No impact on my decisions; 4: moderate impact on my decisions; 7: high impact on my decisions

INSIGHT



Legislative deep dive

The payer legislative agenda is full



Q: Select which government healthcare policies are actively being discussed at your organization and may impact management decision-making. [Select multiple]?

IRA = Inflation Reduction Act Part D benefit redesign; **LIS** = IRA Medicare low-income subsidy eligibility expansion; Medicare Drug **Price Negotiation** Program; Elimination of retroactive direct and indirect remuneration (**DIR**) fees; Medicare 2024 **Risk Adjustment and Payment Rates**; Medicare prescription payment plan (**patient “smoothing”**).



Payers more likely to add restrictions than remove from formulary

Restrictive formularies



Increased generic/biosimilar use



Increased prior authorizations



Increased step-therapy requirements



Decrease medical exemptions



Q: Which utilization management strategies is your plan more likely to enforce under the IRA?
Please rank on a scale from 1: least likely to 6: most likely.



Cost

For Medicare Part D, highest risk for loss are large-volume therapies



76%
Immunology



68%
Oncology



48%
Diabetes



32%
Neurology



32%
Respiratory



20%
Anti-coagulants



20%
Mental Health



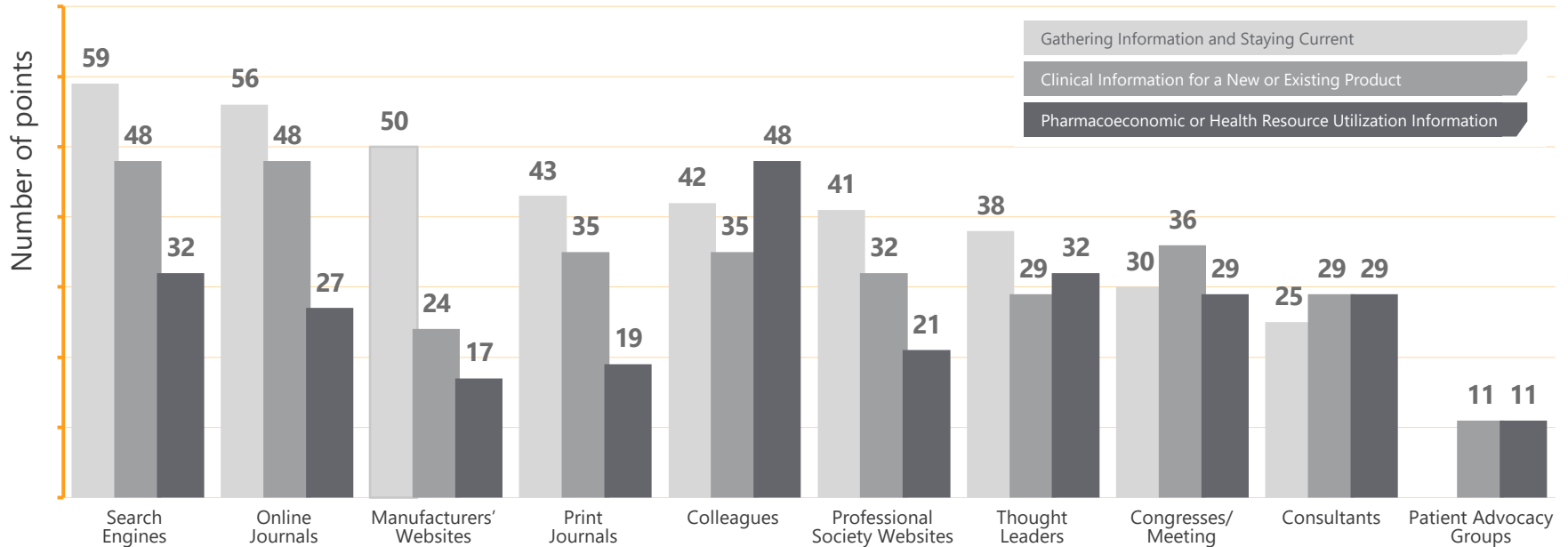
8%
Pain

Q: What Medicare Part D therapeutic categories present a high risk for economic losses for your plan? (% mentioning)



**Where do
they go for
information
and insights?**

Search engines are the most utilized for gathering information on new or existing products

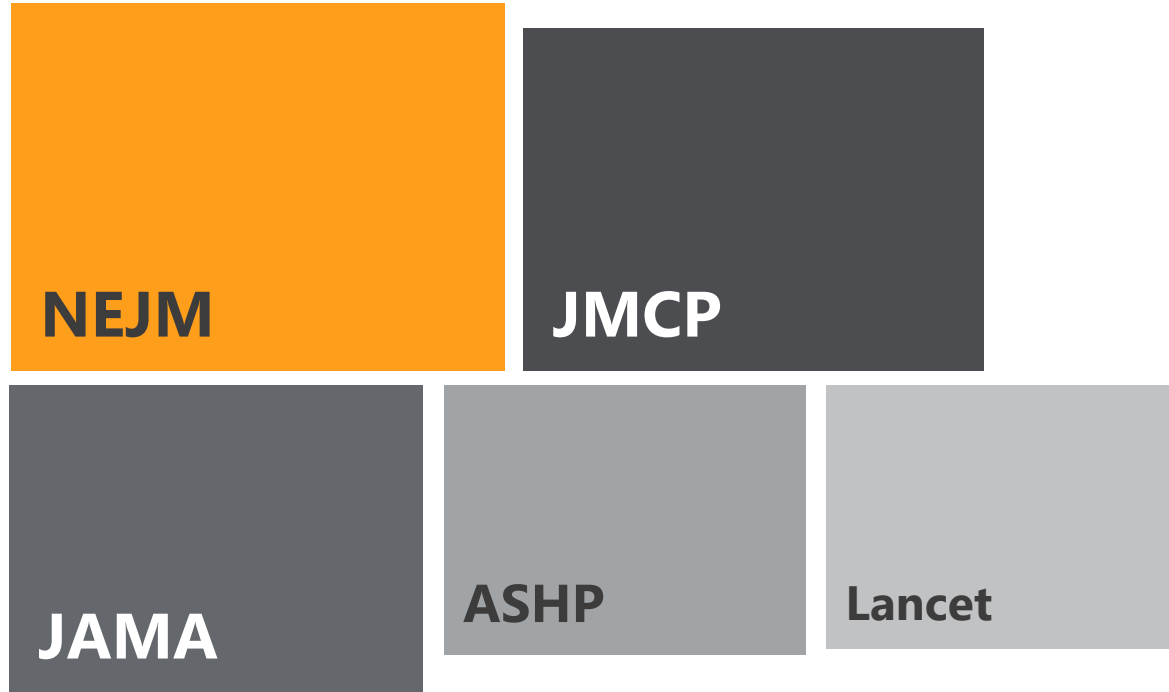


Q: Which sources are typically most utilized by you in keeping up with the latest pharmaceutical industry developments and/or advancements? Please rank on a scale from : the most utilized, 3 points : frequently utilized 2 points, : occasionally utilized 1 point, to not utilized 0 points.



5 go-to professional journals

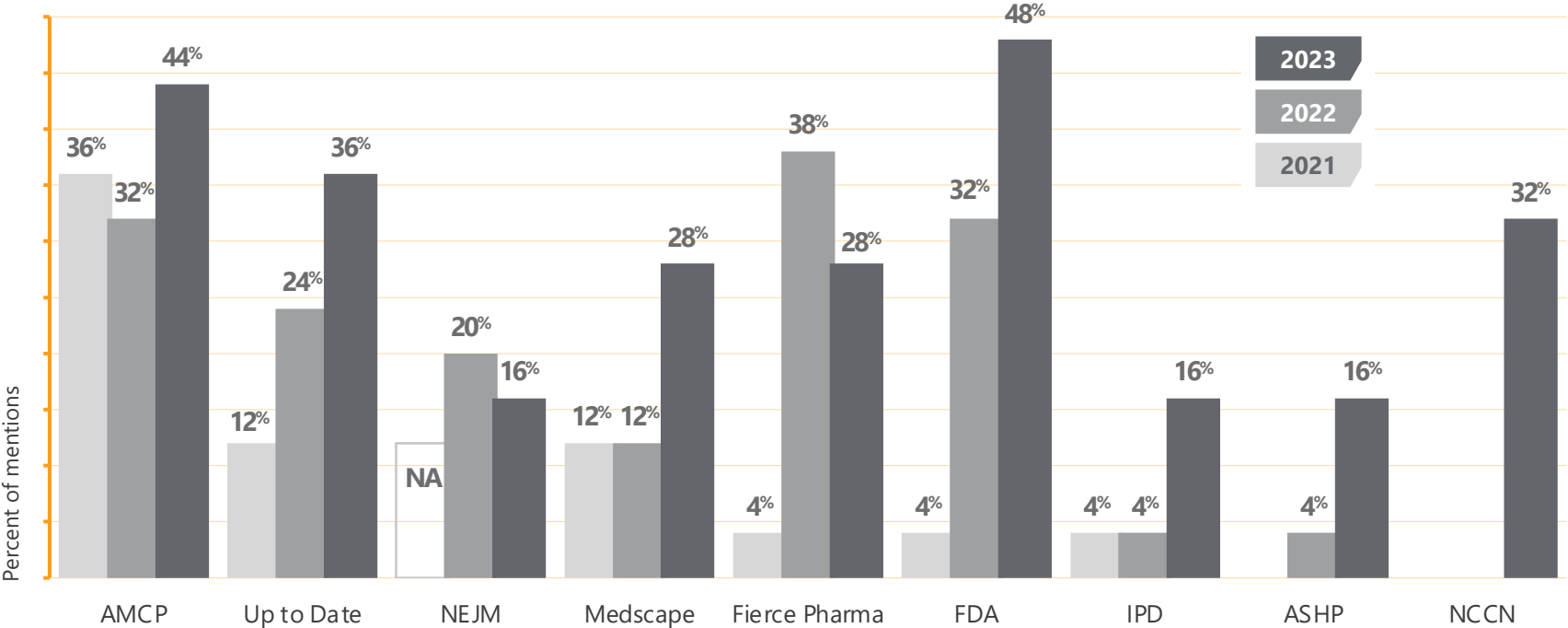
80% prefer online vs print



Also mentioned (ranked in order)

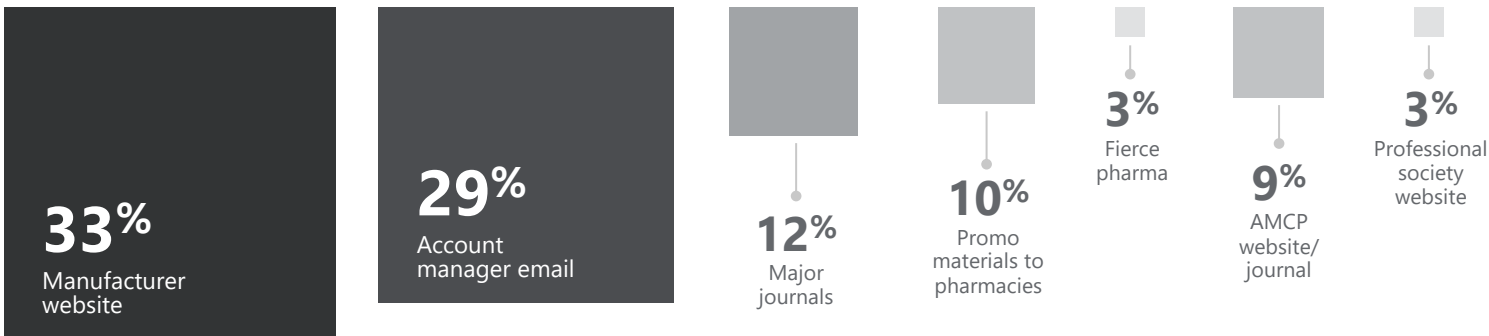
- Modern Healthcare
- Modern Healthcare Executive
- Health Affairs
- Pink Sheet
- Specialty Pharmacy Journal
- NAMCP Journal
- Annals of Internal Medicine

Newsfeeds continue to grow as a source of product news

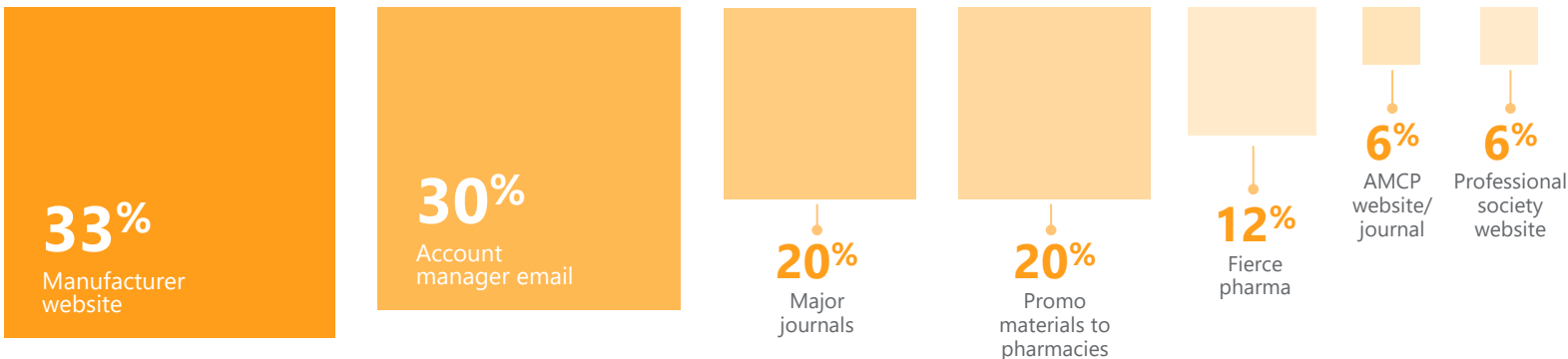


Payers want manufacturers to provide information tailored for them

2021



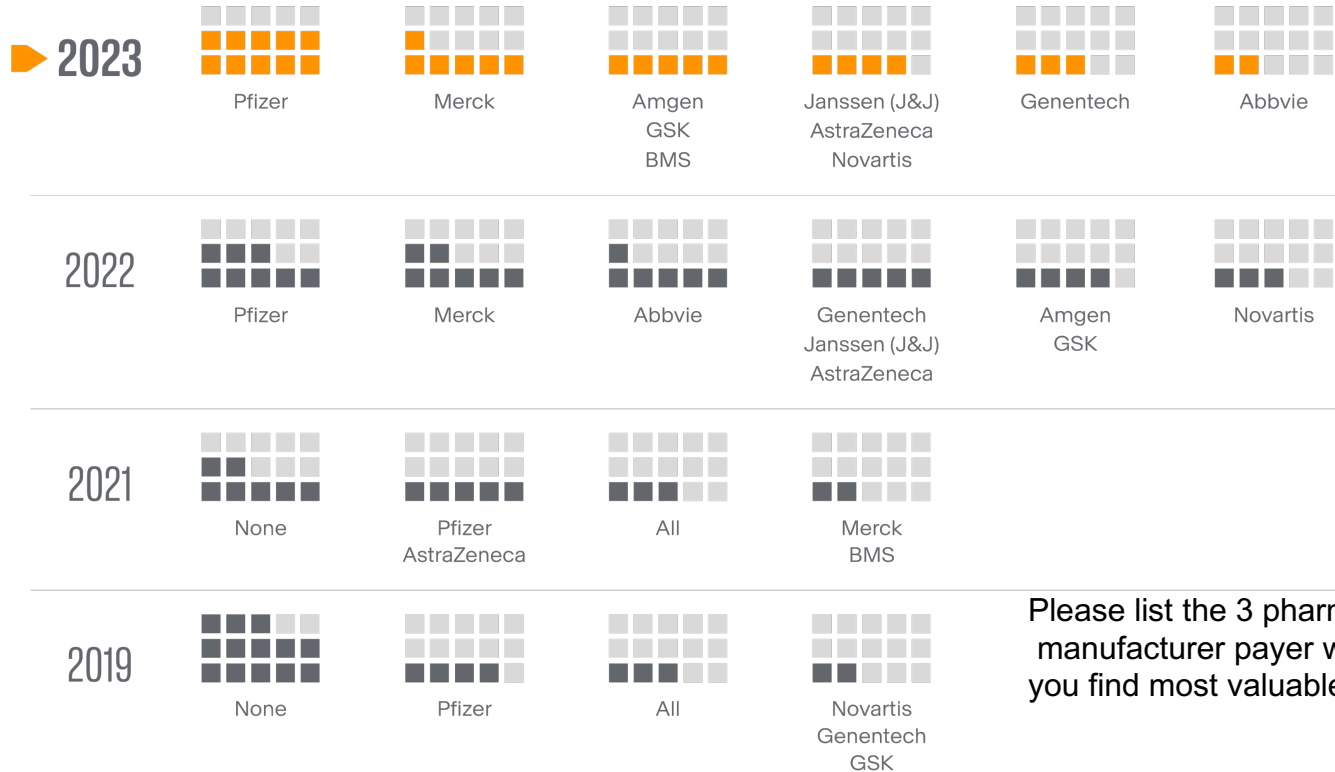
▶ 2023



Q: Where are the top 3 places pharmaceutical manufacturers should place/post information to be certain you see it?



Which manufacturer sites are most valuable?



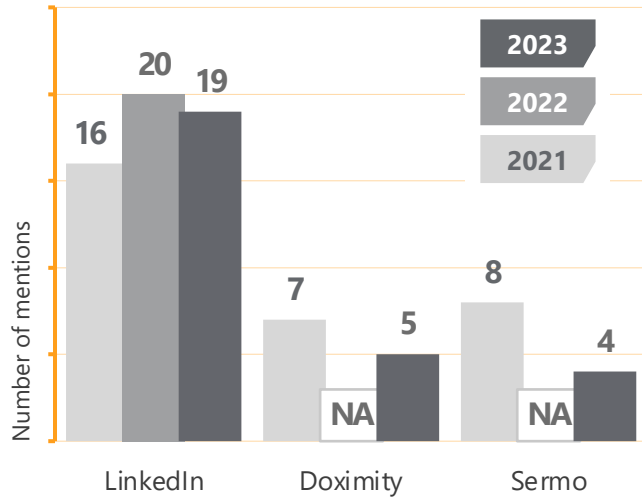
Please list the 3 pharmaceutical manufacturer payer websites you find most valuable (number of mentions)



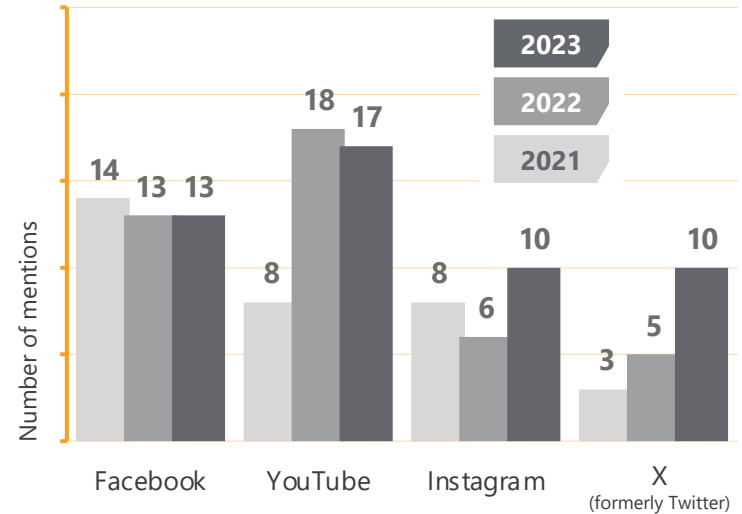
Social media use has increased significantly



LinkedIn continues to be the leading professional social media source



YouTube is the favorite personal social media source



Thank you

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