Impact of HEOR on Payer Decision Making

Impact of HEOR on Payer Decision Making assesses U.S. payers’ use of health economic and outcomes research data in access decisions.

Impact of HEOR on Payer Decision Making answers your questions so you can develop evidence-based HEOR strategies and tactics to maximize sales and minimize access hurdles.

- How do U.S. payers view HEOR studies?
- How do U.S. payers use HEOR studies to make access decisions in the top therapeutic categories?
- How is U.S. payers’ use of HEOR studies in access decisions evolving?
- What are opportunities for engaging with payers and HEOR organizations that are developing studies?

Perception of HEOR Studies Affects Decision Making

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<th>Health Plans</th>
<th>CMS</th>
<th>Employers</th>
<th>PBMs</th>
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<tbody>
<tr>
<td>View HEOR Studies</td>
<td>Use credible HEOR studies to make access decisions such as:</td>
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<tr>
<td>- Study Type</td>
<td>- Benefit Coverage</td>
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<td>- Study Attributes</td>
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Brand and payer marketers who are responsible for ensuring that HEOR data meet the commercial objectives of their product(s) use this service to:

- **Assess** how payers use HEOR in decision making
- **Develop** HEOR strategies and gain support for investments and tactics
- **Develop** HEOR studies that are credible with U.S. payers
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• Introduction
• Executive Summary
• HEOR Overview
  - Perceptions of HEOR Studies
  - Improving Pharmaceutical and Biotech Company HEOR Study Perceptions
  - Utilization and Impact of HEOR in Reimbursement Decisions
  - Decisions Made Using HEOR Studies
• Category Reports
  - Utilization and Impact of HEOR
  - Study Type Use & Decision Made
  - Sources of Information by Decision Type
  - Pharmaceutical and Biotech Company Best-in-Class HEOR Studies
  - Opportunity and Risk Assessment in Category
• Company Strategies to Engage Leading HEOR Organizations/Payers
  - Payer Segmentation by HEOR Capabilities
  - Opportunities for Working with HEOR Organizations/Payers
  - Examples of Company–HEOR Organization Relationships and Partnerships

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