

Custom Research on Programs and Resources for Market Access Stakeholders

Engagement	Health Strategies Group: Deliverables
<p>Client needed to understand health plans' best practices associated with diabetes star measures so they could create an informed strategy to help improve scores</p>	<ul style="list-style-type: none"> • Evaluated high- and low-rated performance on diabetes star measures, identified best practices among plans, and assessed needs of plans • Assessed the level of resources plans use to manage/improve star performance • Identified how plans drive particular patient and physician behaviors
<p>Client needed to develop content and a method to teach managed care customers how to evaluate oral and infusible oncologics for multiple myeloma to prepare for new entrants in the therapeutic space</p>	<ul style="list-style-type: none"> • Developed a presentation for the client's account managers that describes the key factors plans should consider when evaluating products within the therapeutic category
<p>Client needed to determine the optimal Centers for Medicare & Medicaid Services (CMS) marketing piece that resonates with hospital Emergency Department (ED) executives and increases the relevance of appropriate stroke management</p>	<ul style="list-style-type: none"> • Evaluated the impact of the client's CMS marketing stimuli on ED executives' focus on stroke management • Informed the development of a more effective marketing piece targeting ED executives

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