



WHAT'S THE MISSING LINK FOR MARKET ACCESS?

Clinical Pharmacists

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EXECUTIVE SUMMARY

Clinical pharmacists at health plans, PBMs and integrated health systems play an increasingly critical role in assessing therapy value and conducting class reviews, but they are often overlooked by market access teams. Market access efforts must specifically address these key influencers to improve their success rates.

The Current Landscape

Pharmaceutical companies often overlook clinical pharmacists in their market access promotion efforts, prioritizing senior pharmacy and medical leaders, especially P&T committee members, in their communications and outreach.

However, clinical pharmacists at health plans, PBMs and integrated health systems play an increasingly critical role in assessing therapy value and conducting class reviews. Their analysis and summary recommendations in coverage decisions often carry outsized influence.



Why are Clinical Pharmacists More Important Today?

- Many new therapies to treat rare and orphan conditions demand greater in-depth knowledge of conditions and treatments
- Increasingly complex clinical and economic data are required to demonstrate a therapy's value, requiring more review time and expertise that payers' senior leaders often lack
- New online forums to directly review and assess manufacturer evidence promise better informed decisions, but require expert knowledge that clinical pharmacists possess
- Payers are generating more and better data to assess therapeutic value and they often assign a clinical pharmacist to work with data engineers to design, generate, and review this evidence
- Expanded responsibilities increasingly are prompting pharmacy leaders to leverage their pharmacy teams in reviews and even manufacturer relations



What Does Clinical Pharmacists' Outsized Influence Mean for Coverage Decisions?

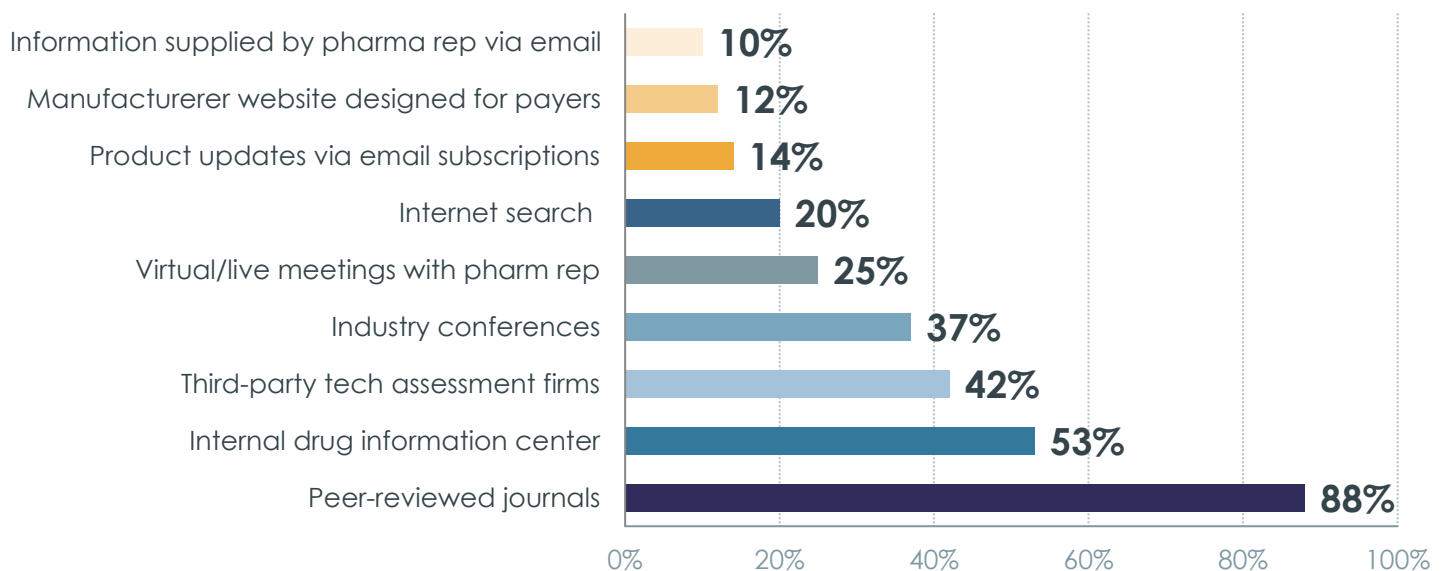
- Clinical pharmacists' opinion regarding a drug's placement in therapy and need for coverage directly informs the organization's P&T recommendations and final decisions
- Clinical pharmacists' formal reviews increasingly are endorsed by their pharmacy director managers and are embedded in P&T communications

Market Access Teams Often Overlook Clinical Pharmacists

A Missed Market Access Opportunity for Pharma

Market access teams often fail to consider staffers at payer drug information centers – largely PharmDs conducting in-depth reviews to build drug monographs and category reviews for P&T.

MOST VALUABLE INFORMATION SOURCES % TOP 3 RANKING



- Clinical pharmacists will read manufacturers' materials, attend PIE webinars, and conduct due diligence previously performed by senior executives
- Clinical pharmacists require less in-person relationship building because they are more inclined to rely solely on data and research
- Clinical pharmacists will likely advance in their careers, externally or internally within their current organization, so building relationships with them now will pay future dividends

Identifying Clinical Pharmacists is Market Access' Toughest Challenge

Q What are the Challenges of Working with Clinical Pharmacists?

- Clinical pharmacists hold many roles on managed care teams, including medication management (for prior authorizations, drug utilization reviews, and MTMs), quality assurance, benefit design, specialty pharmacy, and more
 - However, only a few will formally review drugs for formulary and utilization management consideration
- Clinical pharmacists' influence and roles varies by organization type (PBM versus health plan versus IDN) and within type (i.e., outsource drug reviews to PBMs, establishment of internal drug information center, etc.)
- Clinical pharmacist roles tend to see high turnover

Q How Can Manufacturers Work Better with Clinical Pharmacists?

Manufacturers should:

- expand their account planning and stakeholder development to include clinical pharmacists
- Utilize account managers and field teams for contact identification and role confirmation
- Increase marketing database capabilities by adding new clinical pharmacist contacts, segmenting them, and tailoring and tracking outreach
- Tailor education specifically to clinical pharmacists
 - They are typically large consumers of education as they actively seek additional training and specialization to sustain their licensing and advance their careers
- Tailor communications to their specific needs
 - Clinical pharmacists typically require more data and detailed analysis while senior leaders seek content that offers strategic context

Work with Valuate Health to Reach Clinical Pharmacists



PRINCIPALS AND ANALYSIS

Valuate's Principals and Analysts have extensive experience working with clinical pharmacists and all access decision makers.



DIRECT RELATIONSHIPS

Valuate offers direct relationships with more than 1,200 market access customers to help manufactures test communications and identify new modes/themes with clinical pharmacists.



ENGAGEMENT

Valuate's Principals and Analysts can help you engage effectively with clinical pharmacists via conferences, new platforms, PIE communications, and more.



Thank You



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