MAT | RPR
RAPID PAYER RESPONSE

Robust Review

By fusing technology with the traditional consulting approach, RPR™ enables agile payer interactions leading to more robust insights.

RPR is an online platform that allows pharma manufacturers to generate robust, expert feedback from the most diverse payer network across 45 countries in as little as three weeks.

The Power of Agility in Payer Research

SITUATION

In this Robust Review, we describe how follow-up questions were deployed through RPR's platform, allowing our client to re-engage with key stakeholders and collect additional insights that dramatically impacted their trial protocol.

METHODOLOGY

Unlike the traditional interview research methods, which only allow for a time-limited, single conversation, RPR contains cutting-edge functionality that enables our team to circle back with payers and ask for clarifications or to pursue new and different lines of thought with additional questions. This leads to more thorough interaction and feedback from payers, providing the most robust insights that often alter the course of the product's value strategy. This process leads to the most robust insights that can alter the course of the product's value strategy.

FOLLOW-UP QUESTIONS

Follow-Up Questions are especially helpful in scenarios when there are…

- Unexpected answers and/or outlier responses
- Rapidly changing environments or market landscapes
- Emerging trends and themes from the research that warrant additional focus

Payer Interaction Drives the Most Robust Insights

– Traditional Interviews

ONE interview provides ONE opportunity for questioning

Interviewer collects answers from scripted questionnaire in one session

Payers provide answers – *but have limited time and no opportunity to clarify or provide more details*

Feedback is compiled and presented in 3-6 months

Outcome

Clients receive data that may be out of date or incomplete due to limited payer interaction and a much longer data collection process, which can often negatively impact their market access strategy.

VS

+ The RPR Way

Agile and iterative process designed to allow for immediate clarifications, follow-up, and new questions

Clients see trends and insights and build upon knowledge by testing new hypotheses or shifting focus and direction

MAT Market Access Experts create and field surveys and then evaluate payer responses

Payers respond to questions within RPR, provide clarifications when required, and respond to follow up inquiries

Final Report includes robust, multidimensional, and timely insights gathered in 3-6 weeks

Outcome

Clients can make strategic, time-sensitive decisions because they have had the opportunity to clarify responses and explore new critical path topics that effect the market access strategy for their products.

CASE STUDY:

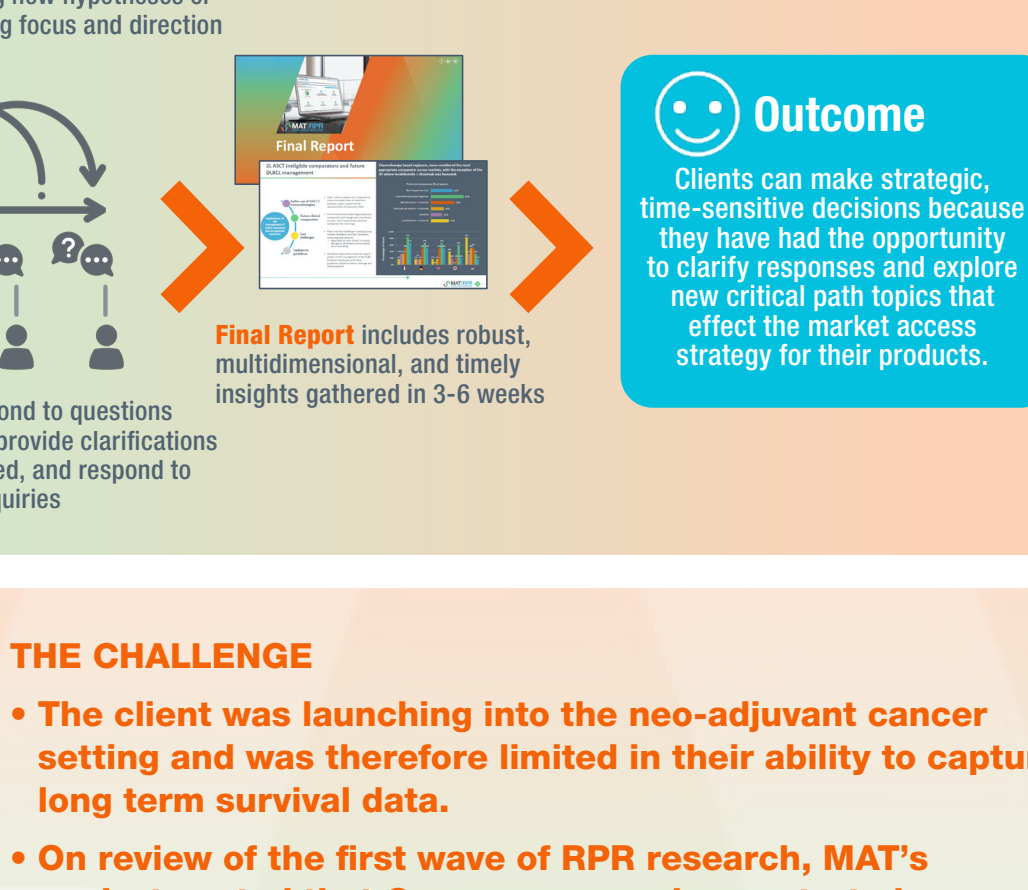
How RPR Informed Trial Design

THE CHALLENGE

- **The client was launching into the neo-adjuvant cancer setting and was therefore limited in their ability to capture long term survival data.**
- **On review of the first wave of RPR research, MAT's analysts noted that German payers demonstrated an unexpected willingness to view and accept surrogate analysis in lieu of more traditional hard endpoints.**
- **This was surprising considering the GBA usually does not value these types of analyses. As a result, RPR was mobilized to investigate how our client could design their trial to maximize the acceptability of their results.**

RPR's agile platform provides the most robust insights

- The MAT team was able to put three different surrogate analysis approaches in place, including how they may be mapped to hard endpoints. This included the development of visual stimuli as background materials, helping to describe multiple surrogate analyses methodologies. In addition, this approach allowed for precise feedback regarding the acceptability of various, complex options.
- This two-step approach allowed payers to more clearly quantify and qualify which scenario would be most optimal.
- The client was then able to meet with their cross-functional team and clearly communicate payer needs, which helped to optimize the use of surrogate endpoints and the subpopulation analysis that may be required, specific to each market.



- A significant majority (80%) of respondents noted that OS data remained the key endpoint to map. However, the expected benefit assessment rating based on provision of data from either single arm trials or surrogate endpoints was higher than originally expected. This reflected an increase in policies being developed to address unmet need in this indication.

IN CONCLUSION

RPR leads to empowering Insight

- MAT was able to present findings to the client's team within three weeks of going live, collecting valuable feedback from across the group that helped accelerate the development of their trial design.
- A discussion around research findings elicited additional follow-up questions, which the RPR platform deployed to the same panel of respondents, collecting more detailed responses within days.
- This iterative approach allowed for more targeted tactics to be deployed when compared to a single round of traditional research.

Want results like this?

Reach out to schedule a demo!

CONTACT US NOW!

About Market Access Transformation (MAT)

Founded by industry veterans, MAT specializes in developing cutting edge technologies that enable the healthcare community to gather and exchange insight that assess the real-world potential of their products. MAT offers an online, information exchange platform, Rapid Payer Response™ (RPR), that allows healthcare stakeholders to secure immediate, expert feedback from the largest and most diverse online global payer network.