Field HEOR Team Quickly Hits the Street.
Xcenda health economists empower a pharmaceutical company to connect with payers.

The Client Situation

It is a wonderful thing when your new product finally launches. You’ve met all safety and efficacy requirements. Your provider utilization is growing, and you’ve even built a great value story for payers. But what if you lacked the HEOR field staff to share your product’s clinical and economic evidence with payers? Where would you turn?

This is exactly where the US division of a global pharmaceutical company found itself. Although they had developed value decks and economic models and successfully published findings from database analyses in respected publications, they needed additional health economists to supplement the work of their existing HEOR field managers. Executives at this company knew that highly specialized experts who could effectively communicate with payers would be hard to find and in high demand. So, they turned to Xcenda.
Xcenda’s Recommendations

Xcenda’s HEOR consultants met with the pharmaceutical company’s executives and developed a profile to define the ideal HEOR professional who would bring the skills and experience to complement their existing HEOR field team. There were several factors to take into consideration to create the right approach.

The pharmaceutical company’s diverse range of inline therapies included specialty products with indications across many therapeutic areas. This required a deep bench of experts who could be comfortable and effective in those areas. But geography was also a consideration as excessive travel would negatively impact the budget. Xcenda staff also helped identify specific payer communities that were of particular importance to the pharmaceutical company.

And lastly, Xcenda placed emphasis on the health economists’ ability to identify and clearly articulate payer-specific issues and then work with the pharmaceutical company staff to proactively resolve these issues.

The Service Package

After building a profile of the type of health economists who would deliver the greatest impact, Xcenda consultants created a service package that was tailored specifically to the needs of the pharmaceutical company.

Xcenda trained and managed a small field HEOR team to handle day-to-day contact with the payer community. These health economists became the voice of the pharmaceutical company to the payer communities. But they also became their eyes and ears, reporting back the opinions, concerns, and statements of payers, and working with the pharmaceutical company to resolve these issues.

“Xcenda has become part of our team. We know we can count on solid deliverables and advice. And best of all, we enjoy working with you!”

– Director, HEOR
Xcenda health economists acted as an extension of the pharmaceutical company, working in collaboration with the company’s field HEOR managers. One central team leader within the group acted as the liaison for all team members. The health economists contracted from Xcenda demonstrated economic models, discussed publications, and presented findings from database analyses and burden of illness studies.

Xcenda also developed training materials and conducted orientation to educate the HEOR professionals on the pharmaceutical company’s product lines, payer tools, and presentations. Xcenda further supported assignments of the health economists to given geographies and sites.

**The Client’s Results**

With this full complement of support, the pharmaceutical company was now in a position to connect with the payer community more effectively. Xcenda’s HEOR professionals quickly started meeting with payers. They were able to deliver a product value message based on the credible health economics and outcomes data that payers expected. And as experienced HEOR professionals, they were confident communicating information about the financial impact and cost-effectiveness of the pharmaceutical company’s product. According to our research, these skills, along with understanding the payer’s product positioning, contracting decisions, and overall plan goals, are critical to an effective meeting between a manufacturer representative and payer decision makers.

With additional “feet on the street” from Xcenda, the pharmaceutical company was able to identify and work to resolve payer-specific issues that may have otherwise been missed. It would likely have taken the pharmaceutical company several months to recruit, train, and deploy the right health economists into the field. But with Xcenda’s support, that same process only took a few weeks.

More importantly, the pharmaceutical company’s executives were not pulled away from their strategic activities while Xcenda built the right team. Xcenda deployed and managed the team so the pharmaceutical company’s staff could invest their time on other high-value projects that were mission-critical to their company.

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