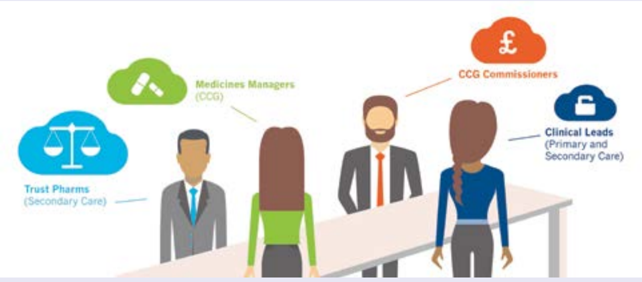
Six Ways to Ensure Payer Research Delivers



In an increasingly access driven NHS, it is of paramount importance that the payer's perspective is not only captured but also leveraged. Our Market Access team has reflected on our extensive experience researching a broad range of payer audiences and has come up with the following 'musts' for ensuring payer research sings.

1. Understanding the context of decision–making for your brand or therapy area

There are a wide range of contextual factors that influence how payer research should be conducted.

Questions to consider include:

- Who are the real influencers in this area?
- Who are the decision makers?
- Is the budget held locally or nationally?
- What wider market influences are in effect?
- Is the funding likely to be public, private or both?
- What are the criteria for the decision?

…and many, many more!

2. Understanding access decision dynamics

In reality funding decisions are usually made by a multi–disciplinary team – all of whom hold potentially different agendas.

Individual and departmental priorities range from more of a cost focus for commissioners to more patient and clinical outcomes for clinical leads.

Various pharmacy payers can fall at many different points across the scale. Tailored sampling is therefore essential to account for specific research objectives, and therapy area(s) being explored as well as client timelines and budgets. Recruiting a representative sample which reflects the reality of decision–making within the specific context of the research objective is paramount for successful research.

3. Knowing who you need to speak to

With ever changing structures and role titles, it is important to understand who you should include in your research.

Payers often wear 'different hats' and therefore need to be identified on the basis of role and responsibility, not just on job title. It's also important to distinguish between those making vs influencing decisions and focus samples accordingly.

4. Engaging the most relevant respondents for your research

Payer audiences are notoriously difficult to access and engage – busy schedules and niche roles make targeted, tailored recruitment a must.

Existing relationships leveraged by expert recruiters utilising intelligent screening offers the optimal approach to recruitment. Box ticking won't cut it with payers.

5. Talking the payer talk

An in–depth understanding of team structures and payer terminology is vital in order to make the most of the time we are able to secure with payer audiences.

Expert moderators who instinctively speak the language of decision makers can hit the ground running and ensure interviews cover the topics of highest importance, avoiding wasting time on superficial discussion.

6. Keeping up–to–date with this ever-evolving market

The NHS is an ever-changing entity with roles, structures and functions regularly evolving, morphing (and sometimes even disappearing completely). Take Sustainability and Transformation Partnerships (STPs) for example; in 2015 they didn't exist, in 2016 plans were published and now they are fully operational.

Partnerships are now in place to tackle increasing pressures such as more people with chronic conditions, aliments resulting from increased life expectancy, ready access to GPs, speeding up cancer diagnosis and providing help sooner to those with mental ill health – to name a few!

This fast pace of change means that payer research quickly becomes out of date. There is therefore a need to 'futureproof' projects as far as possible but also to regularly refresh insights and understanding.

Kirsty Hope, Research Director, Adelphi Research UK
Claire Nelson, Research Director, Adelphi Research UK