AmerisourceBergen
Xcenda

Conquering the oncology marketspace

How Xcenda helped a biotech manufacturer with a total strategy for market entry

Case study

The client situation

A biotech manufacturer with more than 10 years of success with injectables in the acute-care market was preparing to enter the oncology space with a new delivery technology for an existing, well-established generic. The company needed a comprehensive and cohesive reimbursement, pricing, and payer strategy.

The Xcenda solution

Our managed markets experts developed value messaging based on the agent's improved safety and tolerability compared to competing products. Our economic modeling and medical communications teams created a cost-effectiveness model, a value dossier, and a publications strategy designed to raise stakeholders' awareness. Additionally, a reimbursement and patient access plan was created that addressed:

- Payer segmentation and recommendations
- Analysis of the total cost of care for the Centers for Medicare & Medicaid Services (CMS)
- CMS economic impact analysis
- Successful J-code submission

Tactical elements included provider and payer mailings and advisory boards. Additionally, a reimbursement education program for the manufacturer's account managers and provider customers was developed and administered.

"With Xcenda's help, we not only successfully entered the oncology space. We defined and promoted our unique value in an extremely short time frame. This was a true partnership in excellence."

—Brand Manager, Biotech Manufacturer

The outcome

The manufacturer realized measurable results in the 12 months leading up to the product's FDA approval and in the 6 months following it. Based on favorable reimbursement and coverage decisions supported by the valumemessaging, appropriate patients were able to access this innovative product.

Injecting new life into a generic oncolytic

Taking on a 2-pronged challenge was critical for this biotech manufacturer—not only were they trying to raise new awareness by innovating an existing product, but they were also entering an oncology market dominated by more-established companies.

The client used a generic base compound and combined it with a new delivery technology to create a product that produced fewer and less-severe side effects than competing products. Although the product improved clinical efficacy and safety for many patients receiving this type of therapy, the manufacturer still faced several issues prior to product launch.

With FDA approval 12 months away, the manufacturer had no brand recognition or company name recognition among stakeholders in the oncology space. Generic and branded competitors were well stablished. And both time and budgets were limited.

Putting the right people—and plan—together

Delving deep into the client's specific needs and putting together a targeted, multi-phase plan commenced with a day one meeting, where Xcenda did a full needs and market assessment, including competitor analysis.

From this, the right team was created that combined Xcenda's managed markets experts, health outcomes specialists, medical services personnel, and creative staff to develop an evidence-based, value-driven reimbursement, pricing, and payer strategy, as well as tactical tools.

The implementation plan would be centered around evidence generation, optimized patient access, and education—starting with the discovery that a large segment of the market was unaware of the total cost and burden associated with the product's competition.

Based on this finding, our managed markets experts developed value messaging for the product that centered on its overall clinical and economic impact, including the significant value provided by its improved safety and tolerability compared to competing products. Even though the acquisition cost of the product itself was higher, these efforts demonstrated that the product reduced the overall cost of care and improved patients' quality of life compared to "less expensive" competitors.

Our economic modeling and medical communications teams then put these value messages into action by creating a cost-effectiveness model, a value dossier, and a publications strategy designed to raise awareness among stakeholders. From a reimbursement and patient access perspective, Xcenda provided strategic counsel that included:

- Payer segmentation and recommendations
- Coding assessment
- Analysis of total cost of care for CMS
- CMS economic impact analysis
- Successful J-code submission

Advisory boards were conducted, and, additionally, Xcenda's creative team designed an awareness campaign promoting value-specific messaging, including provider and payer communications. A reimbursement education campaign and materials were also developed and administered to the manufacturer's account managers and provider customers.

Helping patients—and manufacturers—succeed

The manufacturer realized measurable results in the 12 months leading up to the product's FDA approval and in the 6 months following it.

Value messaging and evidence that supported pricing

The manufacturer was able to demonstrate the costs associated with the toxicity burden of its competitors and compared this to the product's documented clinical and pharmacoeconomic value.

Successful Coverage Through CMS and Commercial Payers. The product launched with favorable reimbursement, including a unique C-code and a J-code that allows a separate and more-beneficial pricing scenario than the pricing of similar generic products.

Improved Patient Access to a Clinically Superior Product. Based on the favorable reimbursement and coverage decisions supported by the value messaging, appropriate patients were able to receive this innovative product in a timely manner, with fewer barriers to access.