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GLP - 1 Agonist Product Case Study

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CASE STUDY

A large US pharmaceutical company ("Company A") has a FDA approved drug ("Product X") in the US market for the treatment of Type 2 diabetes. The product is a GLP-1 agonists (e.g., Byetta, Victoza and Trulicity) that has shown better efficacy and safety compared to older generation oral anti-diabetic drugs. There are three other GLP1 inhibitors in the market that compete with this product. Company A would like to understand the potential effects these changing dynamics may have on Product X in the next one to two years. Company A would like to pro-actively develop plans to address any challenges that may arise.

OBJECTIVE

The study aims to test the value of Product X in an ACO model of health care delivery and prepare Company A for any challenges that might arise due to the growing presence of ACOs in the health care market.

METHODS

STUDY I

- 10 to 15 semi-structured interviews with ACO administrators and formulary directors, sampled from the 30 largest ACOs in the nation.
- The requirements for a product to be included in the formulary, and tier placement will be gleaned from discussion.

STUDY II

- MarketScan® data will be used to evaluate the change in product adoption trends of ACOs in the wake of previous GLP-1 product launches in the market.
- An economic and clinical value analysis will be developed based on change in total cost of care of T2D with Product X.

STUDY III

- A physician conjoint analysis to understand the impact of ACOs on prescribing decisions.
- Product attributes that offer value to ACO administrators will be developed and presented in a web based survey.
- Physician adoption of Product X will be estimated.

STUDY IV

- T2D patients sampled from ADA online forums will be surveyed to test patient preferences, willingness to pay, and predicted adherence depending on ACO participation.
- Expected patient use and preferred cost range will be estimated from this study.

CONCLUSIONS

- Key attributes gleaned from the market research, where Product X holds an advantage over the competitors, will be highlighted in value messages.
- Development of a medication adherence intervention, designed around local pharmacies, to improve patient health outcomes and reduce re-admission rates will be recommended.
- These data will help realize a better copay value, patient fill rate, adherence and long-term performance in the ACO model.

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