

CHAPEL HILL, N.C., March 1, 2014 /PRNewswire/ -- The healthcare marketplace is rapidly and sometimes chaotically evolving. In today's healthcare environment, private and public payers are assuming greater power and control. Payer coverage, support or opposition plays a critical role in the success or failure for a new biopharmaceutical product. Any organization hoping to win in this competitive marketplace must understand how to navigate through the "payer ecosystem."

Bio-pharma companies are increasingly investing in payer landscape research to better understand and manage the payer ecosystem. Recent research by benchmarking firm, Best Practices, LLC found that up to 86% of participating companies use payer landscape research tactics to better understand payer decision making. The study also found that value-proposition testing with payers is the most heavily used and most effective tactic for mapping the payer landscape.

The research report, ["Increasing Market Access through Innovative Payer Market Research: Assessing New Tools & Technologies to Gain Insight into Payer Decision Making,"](#) identifies the most effective market research approaches for understanding diverse payer needs, preferences and decision-making. The study will also provide leaders with data that will help them to keep pace with the rising influence of public and private healthcare payers.

Key study topics include:

- Prioritizing Players In The Complex Payer Landscape: Which Payers Most Impact Business
- Optimizing Payer Research Structure To Capture Managed Markets Insights
- Market Research Resources For Conducting Impactful Payer Research
- Engaging Payers & Harvesting Insights Across The Product Lifecycle
- Payer Landscape Research Activities & Timing
- Payer Contracting Research Activities & Timing
- Formulary Research Activities & Timing To Gauge Payer Perspectives
- Effective Tools & Technologies To Capture Payer Insights
- Future Trends & Lessons Learned In Conducting Payer Research For Greater Market Access

This benchmarking research drew participation from 38 payer research leaders. More than half

Navigating the Payer Landscape in the Ever-Changing Healthcare Marketplace

Written by Australian Business

of the participants represent pharma or biotech companies, and another quarter come from medical device companies. In addition, deep-dive interviews were conducted with five participants.

To access the full report, or to download a complimentary summary containing insights found in this report, click on the following link: <http://www.best-in-class.com/rr1273.htm> .

For more information on other recent primary research studies, contact us at 919.403.0251. For related research, visit our Best Practices, LLC website at <http://www.best-in-class.com/>.

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