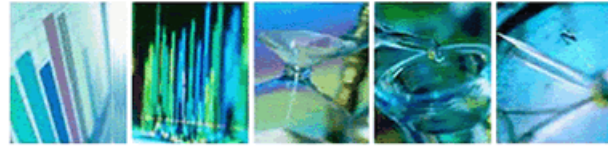




The  
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*Strategic Solutions for Managed Markets*

December 2009

## **Monitoring Manufacturer Messages to the Payer Market**

*By Andrew Pecora, Chief Operating Officer*

How valuable would it be for you to know a week after a competitor of yours launched a new payer messaging campaign against your product?

Pharmaceutical and biotech manufacturers invest a great deal of time, money and effort to ensure that product messages create an impression with their intended recipients. Typically, manufacturers invest heavily developing and delivering messages to two key stakeholders: the prescriber and the consumer. Each of these stakeholders receives well defined and researched product messages aimed at the specific audience. Messages are delivered to physicians through professional sales representatives and to patients via costly direct to consumer advertising.

However, as healthcare has evolved, a third stakeholder has emerged...the payer. In fact, it can be argued that the payer has become the key stakeholder in the mix. Payers control over 75% of prescriptions in the US since the inception of the Medicare Part D program. Surprisingly, investment in payer message development and monitoring has received a disproportional investment relative to physician and patient messaging.

Virtually every manufacturer calls on payers through its account management teams. However, few invest the time and resources even developing targeted messages and fewer resources evaluating the impact of any payer messages. For example, can you determine what impact your message had on a given payer in terms of relevance, credibility, effectiveness and/or decision-making?

Even more alarming is the lack of competitive intelligence manufacturers have regarding discussions with payers. Monitoring script data is reactive, but real-time monitoring of payer engagement, competitive messages and their impact allows manufacturers to manage payer relationships proactively. Understanding payers' assessments of all messages delivered in a therapeutic area provides manufacturers with unique intelligence into the payer. This added level of intelligence provides enhanced preparedness when engaging payers in your therapeutic area.

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