

Up-to-the-minute insights via Amplify Health's Real Time Market Intelligence (RTMi)

THERAPEUTIC AREA: Prostate Cancer

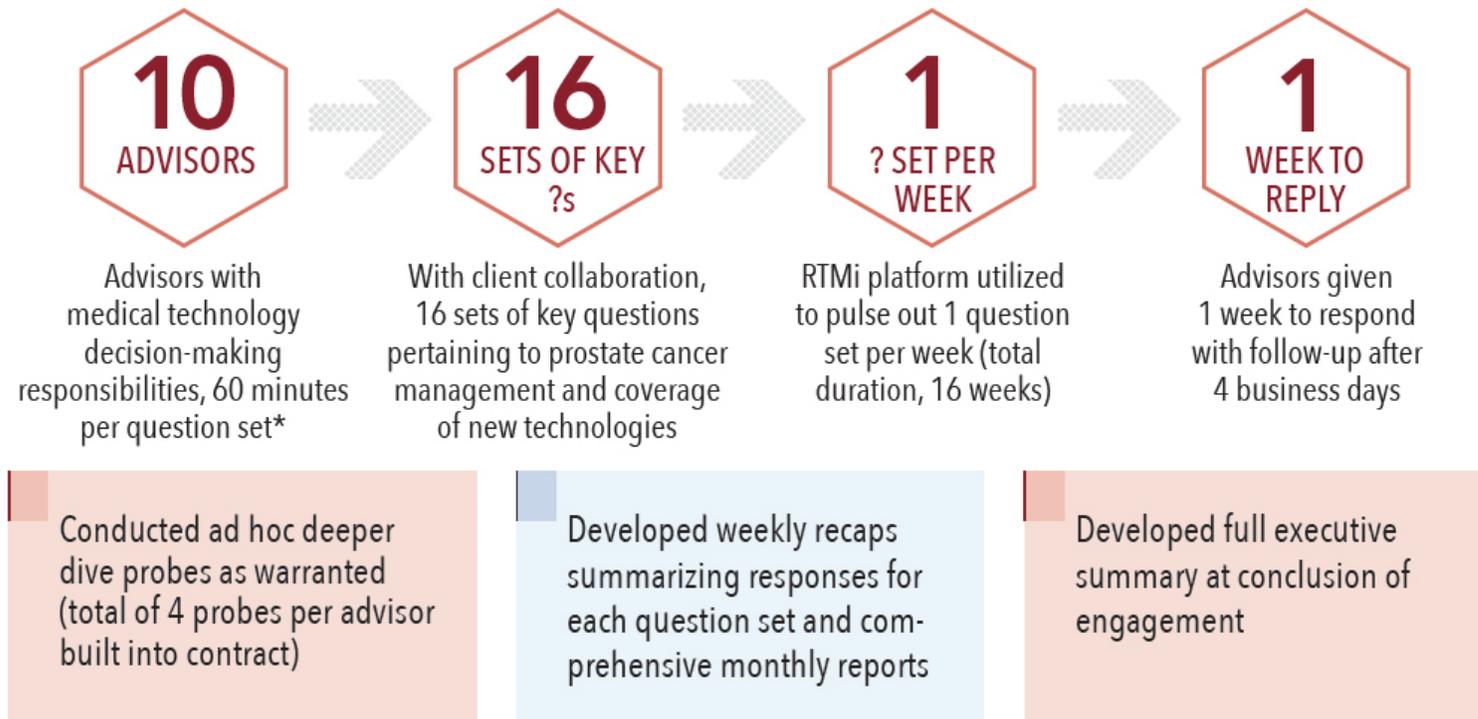
LIFECYCLE: Early stage

CHALLENGE

- Client needed to understand the perceived unmet need for diagnostic testing in early-stage prostate cancer
- Client was looking to gain insight on the levels of evidence required by payers to obtain biomarker coverage in prostate cancer
- Client was hoping to discuss alternative approaches in development of genomic biomarkers and associated evidence
- Client wanted to test the value hypothesis of a new diagnostic test in early-stage prostate cancer

STRATEGY

- Leverage Amplify Health's Medical Communications team's unique access to advisors pertinent to this initiative
- Provide strategic guidance to facilitate contracting, question design, ongoing participant management, weekly summaries, recommendations, executive summary, and strategic recommendations



* Using established FMV rates per client guidelines. Advisors are paid milestone honoraria every 4 weeks based on work completed.

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Therapeutic Area: Prostate Cancer

Lifecycle: Early stage



SAMPLING OF PARTICIPANTS

Title	Plan Affiliation
<ul style="list-style-type: none"> Medical Director Formulary and Contract Manager Medical Director Senior Medical Director Medical Director, Western Region Medical Director Medical Director Medical Director, NW Region Medical Director Chief Medical Officer 	<ul style="list-style-type: none"> Rees-Sealy Medical Group/Sharp Healthcare SelectHealth HealthNet of California Priority Health WellPoint/Anthem Humana Aetna United Health Group Independence Blue Cross Harvard Pilgrim Health Care



SAMPLE OF INSIGHTS

- Overall, payers are not pleased with the value they are receiving for their spend in this category. Specific reasons for suboptimal value were provided.
- Plans are reluctant to manage initiation of ADT after PSA rise, citing lack of unequivocal evidence and lack of clinical pathways in prostate cancer
- Several plans (Harvard Pilgrim, United, Anthem) are moving toward narrow physician networks as a way to reduce variation in care
 - Performance-based contracts are becoming increasingly common
 - In national plans, the use of narrow networks varies by region
- None of the participating plans surveyed had different criteria for community vs academic-based urologists. Likewise, none had different criteria for urologists and medical oncologists
- Overall, advisors perceived that a diagnostic test that helped to stratify risk in prostate cancer could offer a great deal of value
- For payers, a risk stratification test would provide value by reducing variation in care
- For specific examples of the insights provided, send us an email at contact@amplity.com