



OBJECTIVE:

As a service to our Biotech and Pharmaceutical manufacturing clients, MME conducted a wave-2 survey regarding the impact of the COVID-19 virus on the business impact and priorities of managed care organizations



METHODS:

The survey was conducted with a total of 25 Managed Care Pharmacy Directors and 11 Medical Directors representing Commercial and Medicare books of business. Research concluded the week of April 13, 2020

The COVID-19 Pandemic is causing significant disruption to payer organizations and how they conduct business

BUSINESS IMPACT

- Payers have major concerns about future premium revenue losses and unplanned medical costs
- Expect IDNs/hospitals to have issues with patient flow and payment
- Payers worry about the strain on their provider and hospital networks

INDUSTRY RELATIONS ACTIVITIES

- Conference calls are expected to become the most common meeting format
- Financial impact is driving priorities for rescheduling industry meetings

PATIENT CARE

Medical Directors are concerned about:

- Non-COVID-19 patients' ability or willingness to get care
- Disruption of care with physician administered treatments
- Conditions that require high levels of HCP engagement for monitoring

IMPLICATIONS OF COVID-19

- Significant growth in telemedicine may impact perceived value and use of drugs
- Concerns about physician admin. drugs may impact preferences for coverage
- Marketing efforts must change to reflect the evolving nature of engagements
- A potential liquidity crisis for healthcare systems may impact affordability

Clinical value and the justification for net-prices or costs for many treatments will come under increasing scrutiny. Are you prepared?