

# Telling a Value Story

## Developing optimal messaging for key stakeholders

A biopharma company engaged Magnolia to develop a value story for an orphan-designated treatment for an autoimmune disorder that was in phase 3 development. Existing treatments included cholinesterase inhibitors, steroids, immunosuppressants and, ultimately, surgery. The costs of existing treatments were low, but treatments had low efficacy with potentially significant side effects, and the risk benefit profile of surgical interventions was poor. The company's product had a novel mechanism of action in comparison to the existing agents in development and would be the first new agent for the disease in years.



### Reviewing and Assessing the Data

Magnolia **reviewed and analyzed data** provided by the biopharma company, including the product's clinical trial results (final and interim), competitor clinical and economic data, and previously conducted pricing studies. Magnolia also conducted a targeted **literature search** covering epidemiology, effectiveness, economic evaluations, and healthcare resource use and costs in the disease state. Magnolia identified over 50 data points that could be used to develop a value story. These included perceived clinical efficacy, dosing, safety/toxicity, and quality of life. These data points were consolidated into approximately 20 key messages. Magnolia worked with the company to refine the list of messages which were then tested with payers to assess how meaningful they were, their potential to affect coverage decisions and support pricing, additional data that may be needed, and areas of concern that would need to be addressed.



### Mapping Out the Value Story

#### Magnolia identified that the most meaningful messages to payers were

- Improved efficacy in comparison to the standard of care
- Higher levels of daily living/functioning (may allow patients to return to work)
- Potential restorative benefits due to the mechanism of action

#### Areas of concern for payers included

- The disease was not considered life-threatening or a severe impairment
- The cost of the product, though priced comparably to other autoimmune treatments, may not be justified because of the lack of disease severity



### Recommendations, Actions, and Outcomes

Magnolia developed a value story that focused on the improvements in efficacy, daily living functions, and the restorative benefits of the drug based on final trial results. Magnolia conducted additional research to expand on the disabling nature of the condition and its comorbidities to incorporate into the value story and recommended collecting real-world evidence post approval to further support the need to treat the disease. The company used the information from the value story as the basis for a prelaunch campaign to educate payers and large employer groups about the disabling nature of the condition. Magnolia developed a value message presentation and formulary contracting tool, and trained the account teams who would be delivering the deck to payers. The product currently maintains coverage for almost 90% of payers in the US.