

Using EMR Data to Support Budget Impact Modeling



SITUATION

- A large pharmaceutical company needed to **demonstrate the potential cost savings** of placing a new drug on payer formularies
- Clinical trial results showed a high proportion of patients on their product would avoid more severe/costly hospital stays and possibly avoid hospital stays altogether
- The company asked Magnolia Market Access to **identify and provide key data inputs** to their **budget impact model**



APPROACH

- Magnolia reviewed the existing journey materials to understand which sites of care were involved and how they changed
- Magnolia provided the **reimbursement methodologies** for the drug including patient cost sharing by site of care and payer type
- Magnolia identified existing and new services would best **support physicians and patients**, and how support needs may change over time and by site of care



OUTCOME

- Magnolia Market Access developed a **working model** for the payer account team to **use with payers**.
- The model assisted the company in **placing the product** on most major **commercial payer formularies**.
- Results from the model were also used in a **burden of illness study** published in a peer-reviewed journal.

