

Case Study: Market Access Segmentation & Identification

Segmenting and identifying key payer and provider stakeholders

A biopharma company engaged Magnolia Market Access and 81qd to collect data and segment provider and payer entities to identify key decision makers for a late-stage oral cardiology specialty product. Existing treatments included both specialty and non-specialty products with subcutaneous, intravenous, and oral administration routes and varying levels of efficacy. The company's product was targeting higher efficacy and safety compared to existing, older treatments.



Payer & Provider Entity Segmentation

Magnolia collected, reviewed, and analyzed organizational, formulary, and prescribing pattern data from Magnolia's in-house open claims, Clarivate, and The Centers for Medicare & Medicaid Services (CMS) for both payer and provider entities. Magnolia also conducted a targeted organizational search covering provider and PBM integration. Magnolia then completed a k-means clustering algorithm to segment payer and provider stakeholders by the meaningful differentiation within the identified data. Data points and heat maps were developed for over 10 payer and provider segments of interest to identify organizational, formulary, prescribing pattern, and regional variations. The engagement culminated in a client workshop to determine which key segments were of interest for stakeholder identification and engagement.



Key Segment Stakeholder Identification

81qd identified stakeholders within the segments of interest and further stratified those stakeholders by their level of influence and decision making within their organization. Additional data points, including guideline participation and willingness to engage with pharmaceutical stakeholders, were also collected. These stakeholders and data points were organized into a tactical data workbook to be used by senior account managers and field teams.



Recommendations, Actions, Outcomes

Magnolia and 81qd's market access segmentation and stakeholder identification engagement allowed the client to prioritize the development of tailored payer and provider marketing materials that would address key areas of importance to each segment. Utilizing the tactical stakeholder data workbook, senior account leaders were able to allocate limited resources towards influencers and decision-makers within key segments. The product currently maintains coverage by almost 90% of payers.