



CASE STUDY

Identifying Opportunities for Client to Drive Managed Medicaid for Ophthalmology Product

Business Objective

ThinkGen's client had a diabetic eye disease product with a market share in the Managed Medicaid channel that was approximately half that of their Medicare or commercial channels. Feedback from the client's account team indicated that reimbursement confidence was low among physicians and office staff for Managed Medicaid plans.

The client hypothesized that physicians have "been burned" by Managed Medicaid plan reimbursement in the past, so are now prescribing generic instead of "Product X" due to practice financial concerns over denied reimbursements, reimbursements less than product cost, and long timelines for reimbursement. Because the product is buy and bill, the offices are paying for the product up front; so if they aren't reimbursed for months, they are perpetually losing money.

ThinkGen was asked to:

- Assess the magnitude of reimbursement confidence amongs ophthalmologists and their staff for their Managed Medicaid patients
- Identify strategies to drive reimbursement confidence for Medicaid patients in lieu of messaging, including manufacturer-supplied programs or support

AT A GLANCE



Methodology

Qualitative: Web-assisted Telephone Interviews (WATIs); Quantitative: Online Surveys



Stakeholders Recruited

Ophthalmologists, Office Managers/ Reimbursement Specialists



Countries

United States



Therapeutic Area

Ophthalmology



ThinkGen Client

Pharmaceutical



The ThinkGen Solution

ThinkGen utilized its experienced Market Access team to conduct 60-minute qualitative, web-assisted telephone interviews (WATIs) with ophthalmologists and office staff and 15-minute, online, quantitative surveys with ophthalmologists to identify and address prescribing barriers.

Results

ThinkGen's research revealed a prioritized list of barriers provided by physicians and their office staff, and a quantitative assessment of how much each of these individual barriers contributed to their decreased prescribing. Additionally, the study provided a ranked priority of specific interventions that the manufacturer could undertake to address some of those barriers, including to what extent each would have an impact on prescribing. Given these insights, the client was able to offer a targeted solution to help overcome prescribing barriers.

Summary

ThinkGen's qualitative interviews and quantitative surveys with ophthalmologists and office managers/reimbursement specialists provided a comprehensive list of the specific issues that were directly causing decreased prescribing of the physicians' preferred product, and a ranked priority list of what exactly the manufacturer could do to address the issues the client was facing. Through the research, ThinkGen was able to identify and address barriers to drive Managed Medicaid prescribing levels to levels in line with the client's other channels.



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