BACKGROUND

This study investigated the role and value of HOLs from the life science perspective today and how the future will shape holistic outsourcing, quality, safety, and cost of care.

METHODS

This study includes a published study reviewing peer-to-peer interactions with US payers. The authors deliberately engaged in qualitative discussions with 8 US payers to elicit their perceptions of the HOL role and its value (Table 1).

RESULTS

Defining the Role of the HOL

Free-priced, non-promotional interactions with dedicated HOLs, represented by US payers, are generally positive with the involvement of MCOs and HOLs.

Manufacturers and payers still consider the dedicated HOL function for a new role.

Payers consider the line between MSL and HOL to be unclear and often depend on manufacturers for guidance.

In addition to product-specific information, payers see benefit in providing nonbranded information from manufacturers and HOLs.

DISCUSSION

As companies expand the HOL function, it is important to consider the benefits of HOLs planned or engaged on in-house.

Payers, manufacturers, and HOLs are still engaged in the process of defining and discussing the role and value of HOLs.

In conclusion, the value of HOLs in market access and commercialization success current and in the future.

CONCLUSIONS

HOLs have been key drivers in the shaping of health outcomes data with payer decision makers through their stakeholder-driven efforts.

REFERENCES


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