

# MANUFACTURER – PROVIDER ENGAGEMENT IN TODAY’S NEW HEALTHCARE REALITY

Building the  
Case for  
Manufacturer  
Use of  
SME Health  
Systems’  
Engagement  
Framework



Tapping a New Framework for Provider  
Engagement

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# Manufacturer – Provider Engagement in Today’s New Healthcare Reality

## TAPPING A NEW FRAMEWORK FOR PROVIDER ENGAGEMENT

### Providers Are Changing & Access is More Challenging.

According to experts, including ZS Associates<sup>1</sup>, it is getting harder for U.S. manufacturers to have traditional interactions with health care providers of all varieties. For example,

- 53% of physician practices have implemented tight restrictions on pharma company representatives (both clinical and commercial representatives)
- 87% of IDNs/health systems have “no access or limited access rules” with commercial entities.



Manufacturers frequently voice concerns about more restricted access to traditional key accounts, as well. These include health plans, Integrated Delivery Networks (IDNs), Accountable Care Organizations (ACOs), hospitals and health systems, Key Opinion Leaders (KOLs), and clinical leaders. Because of changing reimbursements, facility consolidations, and ownership dynamics, provider entity executives are imposing greater controls on how manufacturers utilize their staff resources.

The easiest answer for an entity is to simply lock the door!

**Without a Relationship, There is NO Dialogue.** If your highly-educated representatives, including Medical Science Liaisons, cannot even secure appointments, they cannot develop a relationship to enable product selection dialogue with provider decision makers.

This has encouraged many manufacturers to consider using non-traditional means to engage. These engagements should reasonably seek to resolve common pain points, focused on “Safety & Medical Effectiveness” facts.

Relationships built on core objectives shared by both parties (manufacturer & provider) often involve projects that incorporate the following:

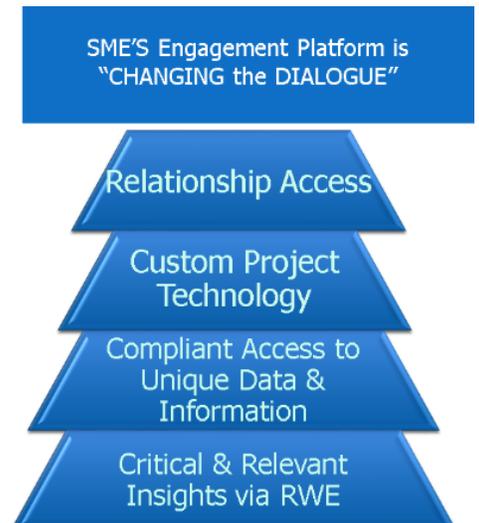
- 1) Understanding a product’s “Safety & Medical Effectiveness”, relative to other treatment options
- 2) Fostering a collaborative environment based on cost-management & outcome optimization
- 3) Assuring compliant interactions (facility policies, State, Federal, and Agency rules)
- 4) Evaluating facts and data in an objective manner
- 5) Documenting all communication and activities to assure transparency goals and objectives are achieved
- 6) Managing cost expectations for all parties involved

<sup>1</sup> Office of the National Coordinator for Health Information Technology: 2004-2014, September 2015.

**Meaningful Engagement with Decision Makers is not the same as a Sales Discussion.** When the parties are working collaboratively, they become familiar with each other, securing trust and rapport at the local level. The dialogue migrates from the tired old “features-and-benefits” script to clinically relevant problem-solving and operational efficiency.

Moving the product selection dialogue to a higher level involving safety, medical effectiveness or outcomes allows for better understanding by each side, and can generate project concepts that encourage collaboration and offer manufacturers clinical, policy, and operational insights. The projects are done in a compliant manner, tapping the “real world evidence” that could otherwise remain locked deep within Electronic Medical Records (EMRs) or patient histories.

Nothing else may change, including GPO or payer product price discounts or purchasing patterns, but the manufacturer and the provider each have a better understanding of each products’ relative value.



**SME Health Systems’ Novel Framework Utilizes Fair Market Value (FMV) Projects of Interest to Both Sides.** SME Health Systems has developed an engagement framework (MySME Manager™) that will advance these kinds of projects by interested manufacturers and interested provider entities. MySME Manager™ addresses both tactical and strategic needs for both sides.



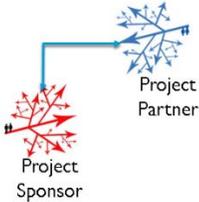
FMV Projects may be related to operational needs, the gathering of “Real World Evidence” (RWE), tracking patient outcomes or registries, “Risk Evaluation & Mitigation Strategies” (REMS), or value-based contracts. Each project generates a custom-project data set that pulls data from potentially hundreds of different sites in a homogenous, consistent way.

**Why SME?** The MySME Manager™ Framework provides manufacturers with a variety of cost-effective components that support changing relationships with decision makers at targeted systems. Manufacturers have interest in these projects because they:

1. Change the nature of the relationship with the health systems/providers from simply “sales” to “collaboration”, especially within closed systems.
2. Allows both parties compliant access to valuable & objective “Real World Evidence (RWE)” on the use of various products, disease states, and clinical metrics.
3. Do not typically relate to a price discount that could adversely impact the manufacturer’s pricing policies and forecasts.
4. Can facilitate shared-risk arrangement payments by gathering required data components

5. Do not interfere with traditional contracted customers (GPOs, health plans, Government pricing)

**How Does the MySME Manager’s Technology Function?** MySME Manager™ is a proprietary technology solution---totally cloud based and using HIPAA compliant processes. The solution has two components.



1. The first component links the parties together where the manufacturer acts as a Project Sponsor and the provider entity acts as a Project Partner. Because all projects are “voluntary”, manufacturers may invite some parties and not others; similarly, the providers may choose to participate or decline. The system holds project documents, including the Goal of the project, contract terms and conditions, related communications, invoices, and requirements. Each project can be active for short (weeks) or long (years) time periods.

2. The second component involves SME-developed Highly Flexible Project Data Containers (HFPDC). These containers hold data fields, documents or elements that are assembled or supplied by the Project Partners. It is this unlimited flexibility that allows MySME Manager™ to provide project support to such a wide variety of engagement project categories. (For example: eRX Validation, REMS, Value-Based Contracting, Health Economic studies, Patient Reported Outcome initiatives, or simple services projects for the Project Sponsor.)



**MYsME Manager Market Roll Out?** Currently, the SME Health Systems leadership team is working with key hospital, IDN, & ACO executives and savvy pharmaceutical and device managers to bring the framework into every-day use by launching targeted projects in specific geographic areas.

More information is shared upon request. Email a request to: [trichards@healthadvisoryprofessionals.com](mailto:trichards@healthadvisoryprofessionals.com)

### About the Authors.

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- Tim Richards is a Senior Partner of SME Health Systems and Principal at Cambria Health Advisory Professionals. Tim has over 30 years of experience in sales, managed markets, and managerial experience in mid-size pharmaceutical companies. Tim has broad-based experience in managed markets strategy development, pricing and contracting strategies, managed markets new product launch plans, external corporate policy and communication and third party data profiles and functions. Tim has led and managed Commercial teams focusing on all payer channels, as well as institutional and long-term care channels. Tim has a BS in Marketing from Marquette University and an MBA from DePaul University with a concentration in Finance and Marketing. **Contact Information:** Phone: 203-247-3023 Email: [trichards@healthadvisoryprofessionals.com](mailto:trichards@healthadvisoryprofessionals.com)