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Leveling up RWE adoption by US payers: The path towards optimizing its use in drug value assessments

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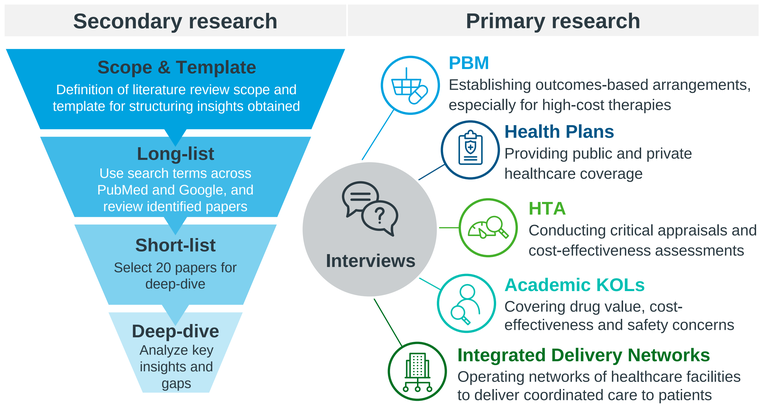
Background & Objectives

Background: In a healthcare landscape grappling with pressure to control spending, real-world evidence (RWE) presents payers with a tool that can help understand the performance of therapies for reimbursement decision-making. However, despite RWE gaining traction in regulatory submissions, its incorporation into decision-making by US payers has been slow and limited to select cases.

Objectives: RWE experts from the pharmaceutical industry and IQVIA have come together to identify and address barriers hindering the widespread adoption of RWE in healthcare decision-making and provide recommendations for improving its uptake.

Methods



Key Findings – *Challenges in RWE Adoption*

Five key challenges currently hindering the routine use of RWE were identified through interviews with US payers (*Figure 2*). Understanding and addressing these challenges will be the first step in paving the way for RWE to be better utilized in future payer value assessments and unlocking its full potential for substantive applications in healthcare decision-making.

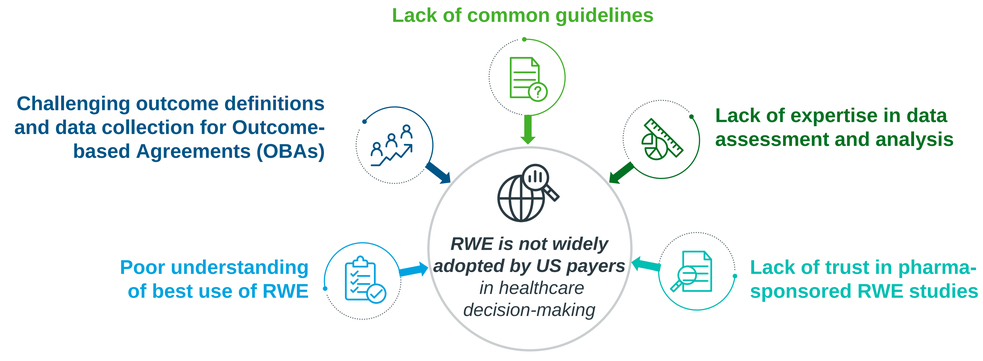


Figure 2: Five key challenges hindering widespread adoption of RWE use by US payers. Source: 'RWE Leadership Forum' in collaboration with IQVIA.

Introduction – *The Evolving use of RWE*

With healthcare spending in focus globally, payers are seeking innovative solutions for evidence appraisal, cost modelling, and contracting. With a significantly higher proportion of the cost of drugs falling on commercial payers, more comprehensive bodies of evidence and value demonstration will be required to inform decisions and justify risks. RWE has gained significant traction within regulatory submissions in the past decade, with the FDA releasing guidelines on its use in submissions and 90% of new drug approvals in the US, including RWE in 2020 [1]. However, the incorporation of RWE in decision-making by US payers has been slow and limited to selected cases, which is further illustrated by the summary of our US payer interviews as outlined in *Figure 1*.

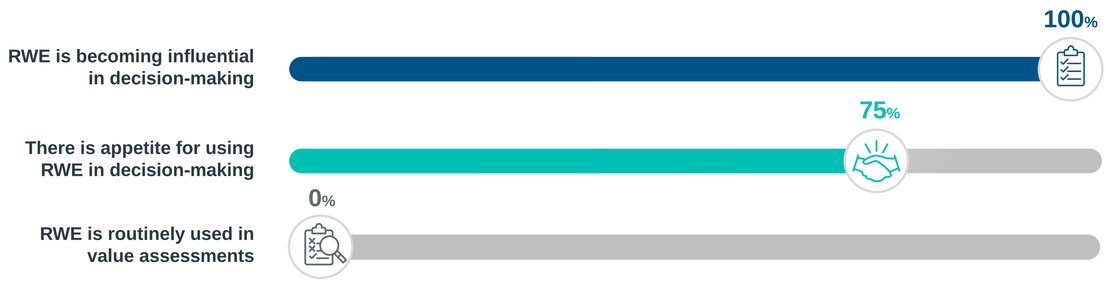


Figure 1: Common sentiments on the evolving use of RWE amongst US payers. Source: Interviews conducted with key US payers (pharmacy benefit managers, private health plan executives, HTA leaders and leading academics).

Recommendations

The pharmaceutical industry could play a more active role in stimulating the use of RWE among payers for healthcare decision-making. We recommend five specific actions for pharmaceutical companies to improve utilization and truly realize RWE's potential (*Figure 3*).

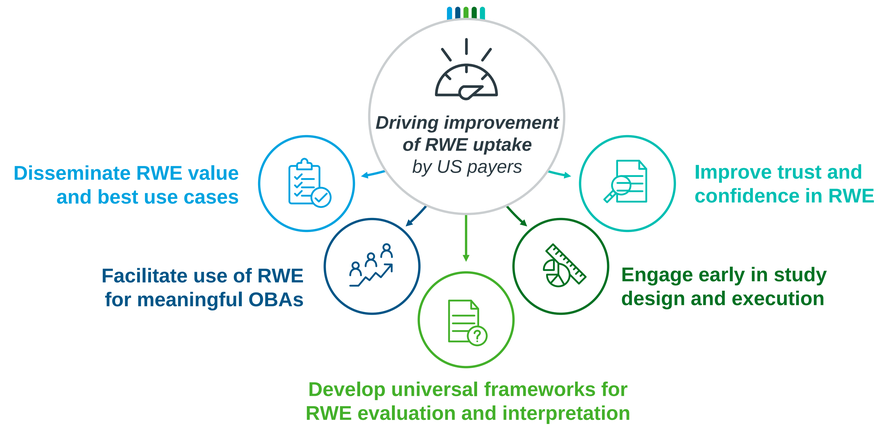


Figure 3: Five recommendations for pharmaceutical companies, to directly address the five challenges hindering RWE uptake in critical appraisals. Source: 'RWE Leadership Forum' in collaboration with IQVIA.

Conclusion

While there is consensus that RWE is increasingly important in decision-making across the healthcare landscape, it is still not routinely used in value assessments. To increase adoption of RWE in drug value assessments and unlock its potential as a powerful tool for payers, pharmaceutical companies should invest in payer education regarding RWE, facilitate the development of frameworks for RWE evaluation and interpretation, and work collaboratively with payers to design and execute mutually beneficial studies.

The findings presented in this poster and pharmaceutical industry implications are more comprehensively described in the IQVIA whitepaper and Value & Outcomes Spotlight paper: "Solving the RWE challenge for US payers: A call to action for pharma".

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References

1 - Purpura CA, Garry EM, Honig N, Case A, Rassen JA. The Role of Real-World Evidence in FDA-Approved New Drug and Biologics License Applications. Clin Pharmacol Ther. 2022 Jan;111(1):135-144.