



Client

A global pharmaceutical company with a broad line of treatments for diabetes

Project Objective

Our client enlisted MedSpan's payer expertise to develop a managed care strategic plan for a multi-billion dollar diabetes product portfolio. The key challenge was that the flagship product was expected to lose patent protection in five years. The key objectives of the assignment included:

- Key issues and initial reactions to a strategy for a diabetes portfolio
- Refinement of an overall strategy and identification of key implementation steps.
- Development of new selling messages based upon earlier detection and treatment of diabetes.
- Market research and analysis to refine managed care strategies and identification of key implementation steps.

Methodology

MedSpan developed the strategy in three phases. In Phase I, we developed preliminary value propositions, strategic objectives and analytical framework. In Phase II, we conducted 25 in-depth telephone interviews with managed care executives to develop preliminary strategies and tactics. In Phase III, we conducted an advisory board with 12 managed care executives to refine the strategies and tactics and develop an implementation plan.

Results

MedSpan analyzed the resulting respondent data to develop bottom-line oriented recommendations. The strategy

- Identification of key strategic themes to address between 2007 and 2012.
- Recommendation of four strategic programs...
 - Message development and dissemination
 - Outcomes research to support strategic messaging
 - Pull through and education
 - Contracting
- Process of message development and contracting strategy development.