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Glen Allen, Virginia — The Value Based Care Council of NAMCP, a non-profit association of medical directors and physicians, and Real Endpoints LLC, a strategic market access consultancy leading in innovative contracting, announce the publication of a new manuscript, “*Major Trends In Innovative Contracting: A Survey of Payers and Industry*,” which lays the groundwork for greater payer and industry collaboration around value-based agreements (VBAs) as a next-generation benefit management strategy.

Despite their promise in reducing the financial and clinical uncertainty of medicines, value-based agreements remain a minority in the marketplace today. To better understand why, RE and the Value Based Care Council captured the current experience of industry executives and payers in negotiating and implementing VBAs through a real-world survey.

Published by the *Journal of Managed Care Medicine* (JMCM) as an e-monograph, the report explores where payer and life science industry stakeholders are aligned around the need for, and use of, value-based agreements and identifies near-term opportunities to accelerate their uptake. The three main areas of alignment, as measured using a multi-stakeholder survey tool, are:

1. the importance of standardization and incorporating easy to measure outcomes in VBAs;
2. the need for better data measurement and management tools;
3. the belief that specialty products treating broader populations (e.g., cancer, cardiovascular disease, and diabetes) are most suited for VBAs in the near term.

“Value-based agreements are crucial to transforming the healthcare payment system to enable a reimbursement pathway for life changing innovations,” says Jane Barlow, MD, MPH, MBA, Executive Vice President and Clinical Officer of Real Endpoints. “By understanding where stakeholders believe common ground exists – and where they believe it does not – we’ve identified the most relevant starting point for encouraging constructive VBA negotiations in the future.”

In addition to confirming a common need for standard processes and simpler data measurement and collection tools, the survey also highlighted the ongoing need for stakeholder education. “This emphasis on education reflects the general lack of innovative contracting expertise across the health ecosystem,” says Michael Ford, RPh, Executive Director of the NAMCP Medical Directors Institute’s Value Based Care Council. “As part of the Value Based Care Council’s mission within NAMCP, we want to further the educational foundation of medical directors so they can use value-based agreements to deliver the most value from their product spend and support true medication optimization.”

The two organizations will present the research in a series of public forums this spring, including an upcoming webinar on March 9, 2023 at noon ET.



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The full report is available at by clicking this link - [Major Trends In Innovative Contracting](#)

About NAMCP and the Value Based Care Council: NAMCP, a non-profit membership association, was established in 1991 to provide evidence-based tools, educational material, and resources to Medical Directors, physicians, and other healthcare professionals from purchasers, plans and provider systems. The Value Based Care Council's mission within NAMCP is help simplify the lives and increase the competency and sophistication of payers and medical directors in their efforts to more effectively, and efficiently, extract and leverage the value of pharmaceuticals, medical devices, and diagnostics. For more information about NAMCP and the Value Based Care Council, visit namcp.org/home/vbcc/.

About Real Endpoints: Real Endpoints is a boutique market access consultancy that delivers a wide range of strategic and operational solutions to our clients, spanning market access strategy and optimization, innovative contracting, and patient support services. We help our clients gain a competitive advantage in market access using objective, proprietary data-driven tools that reflect the current market reality, leveraging a deep network of biopharma and payer relationships. For more information about Real Endpoints, visit www.realendpoints.com.

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