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Value-Based Partnerships: Engaging in Value-Driven Innovative Collaborations

This publication was made possible through support provided by Amgen.

NEW TRENDS IN INNOVATIVE COLLABORATIONS WITH MANUFACTURERS

In the United States, annual per capita spending on healthcare reached \$10,348 in 2016, with a projected growth rate of 5.5% per year for 2017 through 2026.^{1,2} In an effort to slow this rate of growth, the healthcare industry is engaging in multiple tactics, including greater use of value-based care models where outcomes are assessed by multiple factors including cost of treatment, clinical outcomes, and patient experience. The shift toward a value-based care environment is creating an opportunity for healthcare organizations and other stakeholders to engage in value-driven innovative collaborations that can help improve the way treatments are identified and care is delivered.³

In the biopharma industry, as the dialogue shifts away from pricing and toward the mutual goals of value-based care and population health, value-based partnerships (VBPs) between manufacturers and both payer and provider organizations are emerging. These partnerships allow partners to co-develop programs, solutions, and initiatives in a collaborative manner for the benefit of patients and the healthcare system and to further scientific knowledge in a therapeutic area.

In recent years, there have been several innovative value-based collaborations between manufacturers and healthcare organizations. These collaborations are innovative in that they examine complex, longitudinal, population health–relevant outcomes in hard-to-manage chronic conditions. Examples of recent VBPs include:

- A 2013 partnership between Humana and Lilly used claims data to examine how drug interventions affect outcomes, adherence, and total costs. The partners have since signed additional agreements to run diverse studies of other chronic diseases.⁴
- Also in 2013, Merck entered into an agreement with Heritage Provider Network, Inc (HPN), a southern California-based managed care organization that participates in the Pioneer Model accountable care organizations, to identify novel solutions in diabetes and heart disease that focus on development of processes and services that enhance outcomes independent of the pharmaceutical company's products.⁵
- In 2016, Merck announced 2 agreements with Aetna, with the aim to address gaps in the coordination of care and to support the achievement of health targets for patients with type 2 diabetes and/or hypertension.⁶

The wide range of potential benefits of collaborating include improvement of population health outcomes and reduction in potential “waste” to the healthcare system. Additional potential benefits in new collaborative partnerships include³:

- Identification of new methods and measures for better economic value and efficiency
- Design of models for assessing appropriate patient populations
- Creation of opportunities to potentially increase value by promoting health-seeking behaviors
- Testing of clinical diagnostic, screening, and therapeutic interventions through a value-guided approach