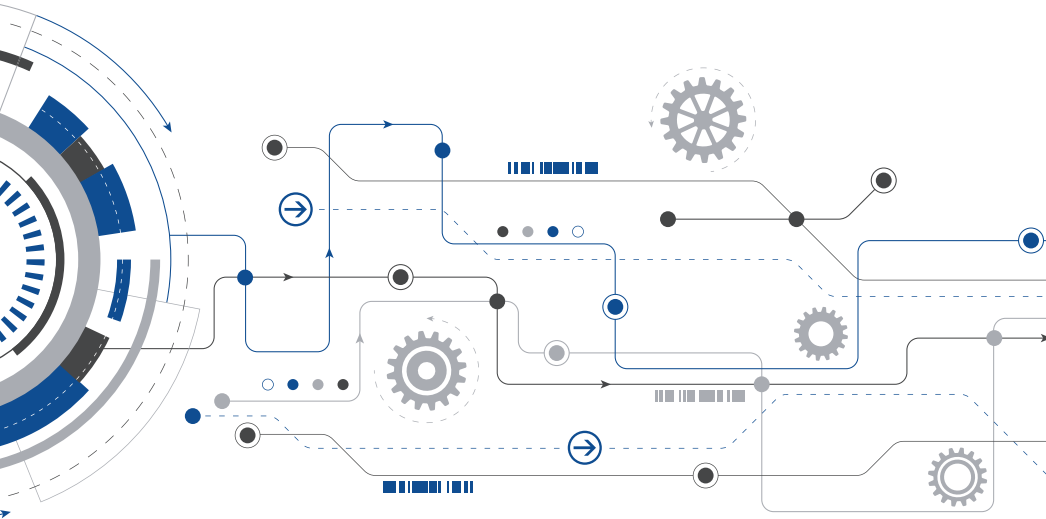


# Evidence-Based Oncology: FUTURE OF INCENTIVE-DRIVEN PATHWAY ADHERENCE

A SYNDICATED STUDY

HRA<sup>®</sup>  
DATA DRIVEN  
INTELLIGENCE

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## HRA<sup>®</sup>'s Oncology Pathways: Future of Incentive-Driven Adherence

explores decisions by payers to provide financial incentives to oncologists to follow evidence-based treatment pathways. This creates an opportunity for pharmaceutical companies to understand the implications on current brand utilization and future prescribing trends.

### RESEARCH TOPICS:

- Key attributes driving decision making among payers about the perceived value of clinical pathways to patients and on cost of care
- Market forces driving the use of clinical pathways in oncology

### ROBUST METHODOLOGY:



#### Phase 1

Extensive Literature Search



#### Phase 2

Qualitative Research



#### Phase 3

Quantitative Research

## CONTACT US

To discuss how HRA<sup>®</sup> can provide insights to support your organization's strategic initiatives:

 [inquiries@hraresearch.com](mailto:inquiries@hraresearch.com)

 800.929.5400

### Applications:

- Understand how pathways are developed and the roles of oncologists, payers, and third-party vendors
- Map out goals for providers to follow clinical pathways
- Gauge the receptivity of oncologists to the use of clinical pathways and the impact of incentives
- Determine the impact of clinical pathways on patient care and implications for manufacturers

### Highlights:

- The use of clinical pathways has been driven by both payers and oncologists as payers strive to reduce costs and oncologists look to improve patient outcomes
- Pathways not only provide consensus on the best treatments, but will collect comparative effectiveness data
- Pathway development is expected to expand to include the less-common tumor types, providing manufacturers the opportunity to open a dialogue with pathway vendors and decision makers to help ensure an on-pathway position

### Deliverables:

- Final report integrating results from all phases
- Executive summary with conclusions and implications
- Detailed findings, supported by charts/graphs and verbatim quotes where appropriate