

Performance guarantees: Leveraging technology to enable insights into reimbursement opportunities



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The 2024 SIIA Cell & Gene Therapy Forum highlighted significant challenges faced by primary payers and stop-loss reinsurers in managing the financial risks associated with cell and gene therapies (CGTs), oncology treatments, and obesity medications like GLP-1 agonists. As these innovative but expensive therapies continue to enter the market, insurers must find new ways to balance patient access with financial sustainability. In this position paper, we propose that platforms like COEBRA offer a promising solution by enabling participation in value-based contracts and generating real-world evidence to inform coverage decisions.

▶ Key Challenges

- 1. Unpredictable and high-cost claims:** CGTs can exceed \$1 million per treatment, and as more high-cost therapies enter the market, the frequency for patient treatment expands considerably.
- 2. Uncertain long-term efficacy:** Limited data on the durability of benefits for many new therapies complicates pricing and coverage decisions.
- 3. Growing eligible patient populations:** Particularly for obesity drugs, the potential patient pool is expanding rapidly.
- 4. Difficulty in assessing value:** Traditional actuarial models struggle to account for potentially curative one-time treatments.

▶ The COEBRA Solution

COEBRA, the industry's leading real-world evidence and value-based contracting platform, can address these challenges by:

Facilitating Value-Based Contracts:

- Enable insurers to participate in outcomes-based agreements with manufacturers
- Automate the tracking and verification of clinical outcomes to trigger rebates or warranties
- Increase transparency and align incentives between manufacturers, insurers, and patients

► The COEBRA Solution



Generating Real-World Evidence:

- Aggregate and analyze claims data across multiple insurers to assess long-term efficacy
- Provide insights into patient outcomes beyond clinical trial data
- Inform more accurate pricing models and coverage policies



Enhancing Risk Management:

- Identify potential treatment failures early to activate warranty claims
- Provide data-driven insights to refine stop-loss and reinsurance models
- Enable more accurate forecasting of high-cost claims



Empowering Stakeholders:

- Increase awareness of warranty and reimbursement programs among employers and plan sponsors
- Ensure proper notification of potential reimbursements to all relevant parties
- Foster a data-driven approach to evaluating the value of high-cost therapies

► Benefits and Opportunities



Improved Financial Stability: By participating in value-based contracts and leveraging real-world data, insurers can better manage the financial risks of high-cost therapies.



Enhanced Patient Access: More confident risk management can lead to broader coverage of innovative treatments.



Data-Driven Decision-Making: Real-world evidence can inform more nuanced and effective coverage policies.



Promotion of Value-Based Care: Aligning payment with outcomes incentivizes the use of truly effective therapies.



Collaborative Ecosystem: Facilitates better communication and data sharing between manufacturers, insurers, employers, and patients.

As the healthcare landscape evolves with the introduction of more high-cost, potentially curative therapies, insurers must adapt their approach to risk management and coverage decisions. Platforms like COEBRA offer a technological solution to many of the challenges highlighted at the 2024 SIIA Cell & Gene Therapy Forum. By enabling participation in value-based contracts, generating real-world evidence, and empowering stakeholders

with data-driven insights, these platforms can help create a more sustainable and patient-centric approach to managing innovative therapies. Insurers who embrace these technologies will be better positioned to navigate the complexities of modern healthcare while ensuring access to life-changing treatments.