Precision Medicine Meets Precision Benefit Design

**Motivation for “Precision” Benefit Design**
- Advances in precision medicine may specify immediate use of targeted therapies, nullifying recommendations for use of standard first line treatment.
- The natural history of chronic conditions often necessitates multiple therapies to achieve desired clinical outcomes.
- Current costumer cost-sharing levels are fixed and do not reflect the varying nature of chronic conditions.
- Increasing out-of-pocket costs for alternative therapies may prevent patients from accessing recommended treatments.

**Precision Benefit Design**
Removes administrative barriers and lowers cost-sharing to improve access to clinically indicated therapies.

**Why Precision Benefit Design?**
Joe, Jill, and Bob have the same clinical condition.
- Joe tested positive for a specific marker.
- Jill and Bob take first line therapy as prescribed; Bob’s positive test result makes him a candidate for targeted treatment.

**Potential Scenarios**
- **Status Quo**
  - Administrative challenges andouflists patient access to targeted therapies and alternative medications.
- **Precision Benefit Design**
  - Removes barriers and lowers cost-sharing to increase access to alternative medications.
  - Varies benefit design to reflect varying nature of condition.

**Who Benefits?**
- **Consumers**
  - Increased access and decreased out-of-pocket cost lead to non-referral.
- **Providers**
  - Increased patient contact-and lower cost-sharing encourages use of targeted therapies when clinically indicated.
- **Payers**
  - Ensures plan meets value-based principles.

**Precision Benefit Design - A Nuanced Approach to cost-sharing and life-saving**
- Committed to established policies that encourage lower cost, first-line therapies.
- Ensures access to effective therapies when clinically appropriate.
- Increases access to recommended treatments by removing administrative barriers and lowering cost-sharing.
- Supports precision medicine initiatives by encouraging use of targeted therapies when clinically indicated.