

Precision Medicine Meets Precision Benefit Design

Motivation for "Precision" Benefit Design

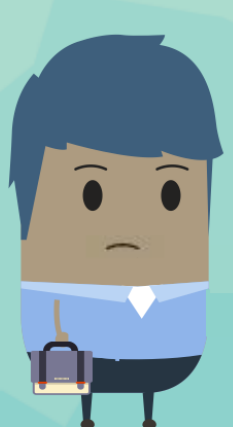
- Advances in precision medicine may specify immediate use of targeted therapies, nullifying recommendations for use of standard first line treatment
- The natural history of chronic conditions often necessitates multiple therapies to achieve desired clinical outcomes
- Current consumer cost-sharing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

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



HELLO
My name is

Joe



HELLO
My name is

Jill



HELLO
My name is

Bob

Bob tested positive for a specific marker

Joe and Jill take first line therapy as prescribed; Bob's positive test result makes him a candidate for targeted treatment

For Joe, this medication effectively treats his condition

Unfortunately for Jill, first-line medication is not effective

For Bob, first-line medication is not clinically indicated, and targeted therapy is recommended

Relief!

I am not feeling any better.

I can't take the first-line therapy.

Joe

Jill

Bob

To effectively treat their condition, Jill and Bob need alternative therapy

Potential Scenarios

Status Quo

Precision Benefit Design

Administrative challenges and higher cost-sharing required to obtain alternative medications

Removes barriers and lowers cost-sharing to enhance access to alternative medications



Barriers to access and increased out-of-pocket costs lead to non-adherence



Precision benefit design reflects varying nature of condition

Who Benefits?

Precision Medicine Meets Precision Benefit Design

Consumers

Providers

Payers

Improves access to "precision medicine"

Increases adherence

Enhances patient-centered outcomes

Aligns with provider initiatives

Reinforces existing drug protocols

Promotes efficient expenditures

Precision Benefit Design

A Nuanced Approach to Consumer Cost-sharing

- Commits to established policies that encourage lower cost, first-line therapies
- Enhances 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