

Biosimilars – Overcoming physician barriers to adoption in clinics

McKesson Life Sciences has now seen seven biosimilars come to market in the U.S. across four different product families: Filgrastim, Infliximab, Pegfilgrastim, and most recently Epoetin Alfa. Three of these families are supportive care drugs, and one is a therapeutic drug. However, McKesson has seen that in each case, physicians have the same general questions and concerns. A biosimilar manufacturer’s success will depend on how well it can address these concerns and overcome the three physician barriers to adoption: **clinical**, **operational** and **economic**.

Understanding physician barriers to adoption will be critical for biosimilars to succeed

The first barrier is the **clinical** one. Physicians must be confident that the biosimilar works and is safe. They want to know if they can use it for all patients and for all indications. Though physicians have come a long way in understanding and accepting biosimilars over the last few years, there is still a fair amount of misinformation that can create doubt in a physician’s mind.

The second barrier is the **operational** barrier. Physicians want to know if payers cover the biosimilar and if prescribing a biosimilar will create more hassle for the practice and patients. They want to know if the biosimilar manufacturer has the same wraparound support services as the innovator, e.g. patient assistance program and benefit investigations.

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Omar Hafez, VP, Multisource Products

Finally, and only after these two barriers have been hurdled, will discussions on the third barrier, **economics**, be meaningful. Physicians need to understand how the biosimilar will improve their cost and cost recovery, and how that will change over time.

Physician Barriers to Adoption



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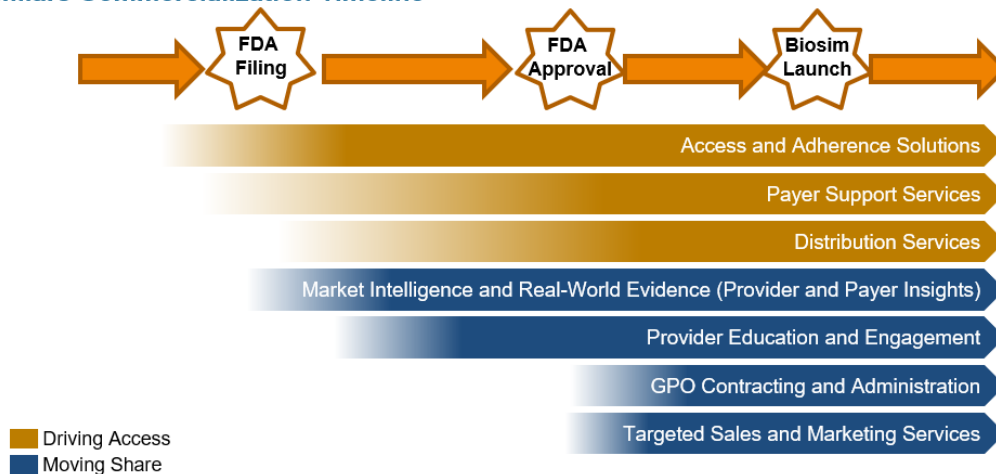
Planning for commercialization success begins well before the biosimilar launch

Every launch is going to look different based on the type of drug, the biopharma company’s experience and capabilities, and whether it is first to market or launching late. There is no such thing as a one-size-fits-all when it comes to a biosimilar commercialization strategy.

At McKesson Life Sciences, when we talk to biopharma companies who are interested in launching biosimilars, we have two key messages:

1. Understand the activities that **drive access** and **move share**.
2. Start the discussions at least twelve months before a planned launch.

Biosimilars Commercialization Timeline



The activities and services to drive access are critical to helping physicians overcome the **operational** barrier. Manufacturers must start well before the planned launch to identify the appropriate stakeholders, begin the discussions and set up services and capabilities.

In parallel, the biopharma company needs to focus early on the activities that will help move share, especially breaking down the **clinical** barrier by gathering provider insights and launching provider education and engagement efforts. As the launch date gets closer, commercial activities such as customer targeting and GPO contracting will help break down the last barrier, the **economic** barrier.

While a few biopharma companies have the capabilities to tackle some of these commercialization activities themselves, the vast majority still need to partner for one or more of these services. McKesson Life Sciences has a full spectrum of services available to help biopharma companies think through their biosimilar commercialization strategies. In fact, McKesson is building an ecosystem that connects biopharma companies, providers, pharmacies and payers to successfully develop and commercialize medications and maximize our collective impact on patients' lives.

For more information on how McKesson Life Sciences can help biopharma companies develop, market and deliver life-changing medications to patients, visit www.mckesson.com/biopharma/.

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