



2021 Oncology Market Update

What suppliers and service providers need to know

WHAT EACH TREND MEANS FOR YOU

1 **Payers are doubling down on a subset of oncology cost control strategies**

Commercial and public payers continue to implement more stringent policies to control oncology costs. Many of these strategies, such as prior-authorization requirements, direct reimbursement cuts, and value-based models, are not necessarily new. However, payers will likely pull these levers more frequently in response to growing cost control pressures. Suppliers and service providers should assess the downstream financial and operational impacts that these cost-control strategies will have on a provider's business and patients. Consider how you can support your provider customers through this transition—whether that's with differentiated support in new care settings or more data to support value-based decisions.

CONVERSATION STARTERS

What are the main strategies you see payers use to control costs? How do they impact your program?

How have you felt the effects of payer site-of-care policies? How are you responding?

2

Urgency is mounting to elevate health equity to be a strategic priority

Health disparities, and the social determinants of health that contribute to them, are well-documented in oncology. Evidence of various types of disparities exist at every stage of the cancer care continuum—from cancer prevention through survivorship and end-of-life care. Cancer programs often implement one-off strategies to address health disparities, which isn't enough to comprehensively tackle existing inequities. Demonstrate your organization's commitment to addressing health disparities and think of how you can partner with them to both support and drive change.

CONVERSATION STARTERS

How does your program plan to address health disparities in cancer care this year?

How can we partner to tackle inequities from multiple stakeholder perspectives?

3

Non-traditional competitors may disrupt traditional oncology business

Non-traditional competitors, both within and outside of oncology, have the potential to disrupt traditional cancer care. Physician management platforms, oncology Centers of Excellence, population health managers, and convenient care offerings can create new competition for hospital-based oncology care, affect volumes, and shift upstream referral patterns. Work with your provider customers to see how you can support their new strategy as they respond to disruptors in their market.

CONVERSATION STARTERS

How have new entrants in the cancer care space impacted your program (e.g., strategy, volumes, operations)?

What support do you need in response to these new companies?

Learn more about how we support the oncology ecosystem at advisory.com/lifesciences or email us at lifescience@advisory.com.



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