

# Collaborating With Payors on Clinical Trials

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**Summary:** Pfizer is ready to collaborate with payors on clinical trials to show the value of pharmaceuticals. Following the model of collaboration with FDA to show safety and efficacy, Pfizer is espousing a new commitment to work with payors during clinical development. This may be the tipping point for evidence-based medicine: the corporate move that validates a process and technique over a decade in the making.

<b>Further Analysis:</b>	<b>Title</b>	<b>Magazine</b>	<b>Issue</b>	<b>Article ID</b>
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## Collaborating With Payors on Clinical Trials

The drug industry has learned how to dance with the Food & Drug Administration and its equivalent agencies in other countries. The steps to win approval are now a well-choreographed routine.

The industry has learned to go "to FDA and regulators in other countries and map out to them how we are going about developing the drug," Pfizer CEO Jeff Kindler told the Banc of America health care conference September 20.

Pharma companies may complain about individual decisions by regulators, but overall they find the system familiar and comfortable. New drug approvals have become "a collaborative process in designing the best clinical trial that will satisfy the regulators when it comes to getting approval," Kindler says.

That approach is now moving to the payor side. "I think what you are going to see increasingly—and it is already beginning to happen—is that we are going to be engaged in a similar collaborative effort with payors," the Pfizer chairman predicts.

"Rather than come to the payors with a finished drug and a development program," Kindler says that pharma companies will tailor clinical trials to the needs of the payors as well as the safety and efficacy regulators.

"I think we are going to involve [the payors] collaboratively earlier in the development cycle to identify what it is they are going to want to see us demonstrate in our clinical trials," Kindler explains. The collaborative work with the payors as well as safety and efficacy regulators will create "the evidence to prove the value of our medicine and what prices we are asking for them to pay."

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