

The Future of Market Access

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Abstracts

What does the future hold for Market Access?

The profile of Market Access (MA) departments is on the up. No longer simply existing as a 'bolt on' for other, more traditional activities, MA is pushing back the marketing boundaries. How is this multi-disciplined area evolving? And what must pharma companies do to stay ahead? FirstWord Dossier: The Future of Market Access examines the challenges and issues that are shaping markets and impacting the bottom line.

In this new report, 8 leading market access specialists from European and US pharmaceutical companies and consultancies share their expert insight. Find out what the future holds and how best to navigate this fast-moving landscape.

"The companies that succeed will be the ones that have nimble and dynamic structures and value propositions which are capable of evolving as market access environments progress. The players in the field [sales representatives, medical science liaisons, market access, NHS system change experts, data experts, economists] are unlikely to change but the mix needed certainly will."

Paul Catchpole, Value and Access Director, ABPI

TOP TAKEAWAYS AND KEY QUESTIONS

Cost is not the only factor driving decisions: Yes, payers are actively looking for ways to keep control of rising costs – but what else is significantly influencing market uptake?

Pharma isn't yet meeting real world evidence needs adequately: What

improvements can be made in data gathering? Are the right questions being answered (or asked)? What is the single, biggest issue?

Multi-disciplinary strategies are a must to overcome the 'fourth hurdle': How best to engage with multiple stakeholders and meet the challenges posed by healthcare reform and austerity?

Holistic, integrated approach vs defined specialisms: When should MA planning begin? How much common ground is there? What elements do successful MA approaches share?

What next for HTAs?: Can (and should) Health Technology Assessment requirements be harmonised? If so, who benefits?

Experts Interviewed for This Report

Colin Wight, Chief Executive and Founder, GalbraithWight Ltd

Janice Haigh, Principal, Quintiles Advisory Services, Europe

Paul Catchpole, Value and Access Director, Association of the British Pharmaceutical Industry

Sean McGrath, Chairman and Founding Partner, Succinct Medical Communications Group and Director of Oncology, the OPEN Health Group

Steve Turley, Managing Director, UCB

Market Access Expert, European Pharma Company

Market Access Expert, European Specialist Pharma Company

Market Access Expert, US Pharma Company

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FirstWord is an innovative industry intelligence leader serving over 240,000 Pharma and MedTech professionals worldwide. FirstWord offers a range of products and services designed to help your company gain a competitive edge by making key business decisions with speed and confidence.

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