

Market Access Excellence for Emerging Markets

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Abstracts

What knowledge, strategies, and resources do you need right now to maximise your company's pricing and access in critical emerging markets?

With 12 in-depth case studies, Market Access Excellence for Emerging Markets analyses the pricing and market access issues you must understand now in critical, high-growth markets around the globe. Gain insights on the ever-shifting payer landscape and be better prepared to innovate in market access. In addition, receive an Advisory Highlights management summary which covers key findings from the report.

Emerging markets are a key driver of the global pharmaceutical industry's growth—and will be for years to come. IMS Health has predicted that by 2017 they'll account for one-third of industry sales and still be growing at double-digit rates. Good news, but there are challenges on par with the opportunity. FirstWord's Market Access Excellence for Emerging Markets report summarises them, analyses them and prepares you to meet them.

Key Benefits

Know which types of markets offer the greatest potential returns—and what those markets want from you

Understand how to position your product to drive value with payers in diverse emerging markets

Understand the similarities in coverage and pricing systems across borders, so you can leverage experience in one market for success in others

Learn how others have achieved success in emerging markets and how you can

apply their learnings to benefit your company and portfolio

Know what a successful market access team looks like—and how you should go about resourcing and incentivising yours

Answers to Critical Questions

Can emerging markets be separated into groups so that insights gained in one market can benefit your company in others?

How should you resource and incentivise your market access team depending on the opportunities to communicate the value of your products?

How might you encourage local stakeholders to move toward value-based contracting and away from an aggressive focus on net prices?

How can you minimise the risks of international price referencing and therapy area referencing?

How can you engage customers in cash markets?

What types of partnerships are a win-win for companies and payers in emerging markets?

What are the pluses and minuses of working with civil society in emerging markets?

How to leverage your company's HEOR and Medical Affairs functions for emerging markets?

Top Takeaways

Twelve impactful case studies detailing market access success

Qualitative analysis of pricing and market access issues in both the BRIC (Brazil, Russia, India and China) and MINT (Mexico, Indonesia, Nigeria and Turkey) countries

Guidance on resourcing and incentivising market access teams

Strategies for grouping markets to leverage insights across borders

Win-win payer partnerships with proven success in emerging markets

Experts Interviewed

Head of Emerging Markets Pricing, top 10 pharma company

Vice-President and Principal, Pricing & Market Access in Emerging Markets, top 10 pharma company

Head of Emerging Markets, Corporate Market Access, top 20 pharma company

Global Market Access Director, top 10 pharma company

Director, emerging markets specialist consultancy

Market Access Manager, pharma company

Medical Director for Oncology Latin America & Canada, top 10 pharma company

Anonymous contributor, leading pharma company

About FirstWord Reports

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FirstWord Pharma PLUS is a personalised and comprehensive intelligence service delivering up-to-the-minute pharma news, insight, analysis and expert views of importance to your company's success.

FirstWord Reports deliver timely, need-to-know intelligence about your products, your competitors and your markets. Covering biosimilars, market access, medical affairs, sales & marketing, technology and therapy areas, FirstWord Reports provide expert views and intelligence on the challenges facing pharma today.

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