

Market Access Team Management: driving exceptional performance

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Abstracts

The demands on market access teams are growing rapidly as the specific needs of key stakeholders grow ever greater. How do you structure and manage your market access team for best results and evaluate their success?

Health Technology Assessments (HTAs), clinician buy-in, pricing, reimbursement and informed patient groups present a complex and demanding cocktail of challenges, often nuanced by local practice and custom. With new developments such as value-based assessments likely to change the operating landscape again, the industry must be fully aware of current and future issues which are driving change and the need for a flexible, integrated approach to their market access work.

Find Answers to Important Questions

Learn the prerequisites for market access success through key insights from leading industry experts and instructive case histories.

What does “market access” really mean?

How should companies structure their teams for local success in a global market?

What are the benefits of building integrated multi-disciplinary teams?

Assessment techniques of market access success are many – what are their advantages?

At what stage in a products development should market access considerations be discussed?

What positive role can outsource agencies and independent experts play, and when should they be used?

How can companies adapt global messages and data to local market conditions without duplicating work?

How can market access teams influence regulators, , clinicians and patients to ensure wide availability of their products at a reimbursable price they want?

Key Takeaways

Inform decisions on market access team building and structures

Understand and suggest methods and criteria for assessing success

Ensure effective communications between teams and centralised departments

Optimise the creation and use of supporting material and clinical data

Engage appropriately with outsource agencies at a time when you most need them

Understand the current dynamic of market access and the increasing impact of HTA and newer evaluation models such as value-based assessments

Report Topics Covered

Current and ever widening definition of market access

Team structure assessment best suited for your organisation and products

Why centralised production of messages, dossiers, pathways and benefits may no longer be fit for purpose in all markets

Using local knowledge to smooth HTA assessment, negotiate prices, maximise clinical adoption and engage with patient communities

When the tactical use of external experts will be beneficial

How to anticipate future developments and challenges

Contents

1. EXECUTIVE SUMMARY

2. RESEARCH OBJECTIVE AND METHODOLOGY

3. DEFINING MARKET ACCESS

4. THE CHANGING ROLE OF MARKET ACCESS TEAMS

4.1. Market access is a growing area

4.2. Changing needs driven by the HTAs

4.2.1. HTA and market access: AMNOG

4.3. Market access roles differ across company types and disease areas

4.4. Market access is moving out of its silo

5. THE MARKET ACCESS TEAM STRUCTURE

5.1. The roles in a market access team

5.2. The geographical remit – global, regional or local

5.2.1. The global team

5.2.2. Global market access case study

5.2.3. The regional and local teams

5.2.4. Balancing local and global.

5.2.5. Regional market access case study

5.2.6. Local market access case study

6. MARKET ACCESS TEAMS AND OUTSOURCING

6.1. Using outsourcing: A Lundbeck case study

7. THE MARKET ACCESS TIMELINES: MOVING EARLIER

7.1. Integrating market access into the R&D process

8. MARKET ACCESS TEAMS AND PATIENTS

9. MEASURING SUCCESS FOR MARKET ACCESS TEAMS

9.1. Measuring success – the view from a European team

9.2. Measuring success – the view from a UK team

10. THE CHALLENGES FOR MARKET ACCESS TEAMS

10.1. Compliance – legal, decent, honest and truthful

10.2. Internal communications and keeping messaging consistent

10.3. The financial climate remains an issue

11. THE FUTURE OF MARKET ACCESS

11.1. Looking at value in market access pre- and post-launch

11.2. Partnering for success

11.3. Moving from function to mindset

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