

Designing a Framework for a Role-Based Market Access Training Approach

Instructions:

1. Identify at least one competency area (from the list of key market access competencies) with a knowledge or skill gap, and one customer-facing role you are responsible for training (e.g. sales rep, hospital rep, KAM etc).
2. Consider factors that may impact the training strategy you choose (budget, deadline, ideal duration, preferred learning style, and training type, and knowledge/skill level needed).
3. Consider the best training strategy for each identified knowledge or skill gap for one or two of the customer-facing roles you are responsible for training.

Market Access Competencies	Possible Topic Areas	Role Being Trained <i>(e.g. Sales Reps, Hospital Reps, DM, KAMs, other)</i>	Preferred Duration	Level <i>(e.g. Foundational, Intermediate, Advanced, other)</i>	Modality <i>(F2F workshop, e-learning module(s), application tool, coaching guide, podcast, video, role-play, job-aid, etc.)</i>	Training Strategy
Emerging Customers	e.g. IDNs/ACOs, C-Suite, Payers, P&T/Value & Access (VAC) Committees, Hospital Systems, Medical Groups, Gov't etc.					
Changing Landscapes	e.g. Population Health, Triple Aim Quality Initiatives, Risk Contracting, Healthcare Reform, Managed Care, HIT, Patient-Centered Care, Specialty Drugs & Biosimilars, Value-based Care etc.					

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Payer Strategies	e.g. Formulary Strategies, Advanced Payment Models (MACRA, Bundled Payments), Pop Health, Quality Initiatives, PMS, Government payers (Medicare/Medicaid, VA & DoD), risk contracting etc.					
Changing Reimbursement Strategies	Quality Payment Initiatives, MACRA, (MIPs, AMP) 340B, Value-based Care, Health Outcomes, Pharmacoeconomics					
Selling Strategies	Account Management, Health Outcomes, Selling to the C-Suite, Presenting HEOR Data, Value-based Selling, Business Planning, Risk Contracting, etc.					
Other Competencies						