



Market Access Skills and Knowledge Checklist

The Underlying Focus:

- Understanding the implications of trends and business realities for customers
- Identifying and leveraging opportunities

SKILLS

Strategy skills

- Profiling your account
- Integrated account planning
- Influence mapping
- Identifying, cultivating, and leveraging strategic players in your account
- Going broader and deeper
- What's the score? How to track quality scores and initiatives

Selling skills

- Probing to uncover customer needs
- Selling to the C- and D-suites
- Overcoming objections
- Meeting management skills
- Consultative selling

Business acumen

- Critical thinking...connecting the dots
- Researching customer consolidation strategies
- How to interpret an annual report and a value analysis report
- Getting your product on formulary
- Best practices to overcome access barriers

Team selling skills

- Working an account as a team
 - Strategic planning
 - Collaboration
 - Aligning tactics
- Leading without authority
- Allocating resources

Communication skills

- Presentation skills
- Written communication skills
- Negotiation skills

Other selling skills



Market Access Skills and Knowledge Checklist



KNOWLEDGE

The business of healthcare

- Follow the pharmacy dollar through the hospital
- P&T committees and formularies
- Steps to formulary approval
- Financial dynamics of Integrated Delivery Networks (IDNs)
- 340B and disproportionate share hospitals
- Group Purchasing Organizations (GPOs)
- Hospital accreditation and rating scales
- Key stakeholders

Models of care and care management

- IDNs
- Medical homes
- Influence of the changing healthcare environment on treatment decisions
- The influence of Health Information Technology (HIT) on treatment decisions
- Transitions: discharge planning to ensure continuity of care
- Population health
- Clinical pathways

Payment models and incentives

- Hospital readmissions penalties
- Accountable Care Organizations (ACOs)
- Payment models (e.g., shared savings, bundled payments, Fee-for-service (FFS))
- Medicare Access and CHIP Reauthorization Act (MACRA) and Merit-based Incentive Payment System (MIPS)
 - Children’s Health Insurance Program (CHIP)
- Oncology Care Model (OCM)

Key trends

- Shifting sites of care for infusions
- Consolidation: implications of mergers and acquisitions
- Selling specialty products in an evolving healthcare environment
- Copay card accumulators

Other knowledge
