

What **ROLES** exist on your market access team? What key **COMPETENCIES** are important for each role? Based on role and competency need, what are the key **TOPIC** areas that must be supported to achieve results for your company, your customers, and their patients?

Market Access Team Training: Health Economics Strategy



Key Topics	Field Sales Reps	Acct Mgrs	Patient Access Coord	Field Reimb Mgrs	MSLs	Emerging Roles	Other
Formulary Strategies (Tiered, Value, Step Edits, Pre-Authorization)							
Value Access or Analysis Committee (VAC) / Pharmacy & Therapeutic Committee (P&T)							
Purchasing Strategy (Materials Management, Capital Equipment)							
Pharmacoeconomics / Outcomes							
Population Health							

Market Access Team Training:

Payer Strategy



Key Topics	Field Sales Reps	Acct Mgrs	Patient Access Coord	Field Reimb Mgrs	MSLs	Emerging Roles	Other
Health Insurance Marketplace							
Payment Models (CMS)							
Government Payers and Programs (Medicare, Medicaid)							
Risk Contracting							
PBM Strategies							
Commercial and Employer Insurance							

Market Access Team Training:

Pricing / Market Access Analytics



Key Topics	Field Sales Reps	Acct Mgrs	Patient Access Coord	Field Reimb Mgrs	MSLs	Emerging Roles	Other
Drug Price Benchmarks							
Real Time Benefit Check							
Data Analytics							
Reimbursement Strategies							
Outcomes / Evidence-Based Selling							

Market Access Team Training:

Market Access Strategy



Key Topics	Field Sales Reps	Acct Mgrs	Patient Access Coord	Field Reimb Mgrs	MSLs	Emerging Roles	Other
Understanding Key Stakeholders and their Key Drivers (ACOs, IDNs, Physicians, Patients)							
Market Landscape							
Value Access or Analysis Committee (VAC) / Pharmacy & Therapeutic Committee (P&T)							
Formulary Strategies (Tiered, Value, Step Edits, Pre-Authorization)							
Enterprise Account Management							
C-Suite Access Strategies							
Health Equity and SDOH							

Market Access Team Training:

Power Skills



Key Topics	Field Sales Reps	Acct Mgrs	Patient Access Coord	Field Reimb Mgrs	MSLs	Emerging Roles	Other
Empathy							
Leading without Authority							
Team Collaboration							
Adaptability							
Communication Skills							
Customer Service							

Market Access Team: Building a Training Plan



When you've used this tool to map out the resources you'll need to create a successful market access training curriculum, contact CMR Institute to discuss strategies for success!

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For additional insight and another helpful training tool, please visit:



For CMR's customizable, off-the-shelf library of resources, please visit:

