

LTEN[®]2023

**FOCUS
FORWARD**

Welcome and Thanks for Attending

LTEN[®]2023

How Market Access Impacts a Sales Call

Don Benson

 ProFusion

Managing Partner

db@fusiontrain.com



Our Representatives



Denise Lusnia

Market Access Training
Sun Pharma



Maria Zuza

Director, US Market Access Training
Sanofi



Nicole Sword

Director of Operations
ProFusion

Tell Us How We Did

Take One Minute to Share Your Feedback

From the app:

1. Select this Workshop
2. Click on Survey to Complete

Every Workshop Survey you submit enters you into a daily drawing for **one of three \$25 Amazon gift cards!**



LTEN2023

A screenshot of a mobile app survey form for the LTEN Annual Conference 2023. The form is titled 'LTEN Annual Conference 2023' and has a home icon. The first question is 'Session Name' with a text input field. The second question is 'How valuable did you find the information presented at this session?' with a rating scale from 'Poor' to 'Excellent' and five stars. The third question is 'What information in this session was most useful to you?' with a text input field. The fourth question is 'What would have made this session better?' with a text input field. There is a 'Done' button at the bottom and a 'Privacy Policy' link in the bottom right corner.

Patient Affordability

How much does your drug cost for my Part D patients?

Required Knowledge

- Benefits vary depending on the plan she purchased
- Formularies have a bigger impact than the standard benefit design
- Low-income Subsidy/Dual Eligible
- By now, most patients have paid a deductible
- The Inflation Reduction Act

LTEN2023



Medicare Part D

ACOs

I can't write prescriptions for branded drugs because my hospital just signed an ACO contract that tracks my spending

Required Knowledge

Each ACO contract is different

Don't assume Pharmacy benefit risk

The contract defines the ACO

LTEN2023



Healthcare Reform

Copay Accumulators

It's June. Why does my patient suddenly have a copay for your drug? She's gone all year so far without a copay!

Required Knowledge

- Understand Copay Accumulators and Copay Maximizers
- There are different program designs
- Some states are banning the practice
- How patients are impacted

LTEN2023



Marketplace Trends

Advancing Global Life Sciences Learning | **#LTEN2023**

LTEN[®]2023



Thank You!

Don Benson

 ProFusion

Managing Partner

db@fusiontrain.com



Advancing Global Life Sciences Learning | **#LTEN2023**