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# How Market Access Impacts a Sales Call

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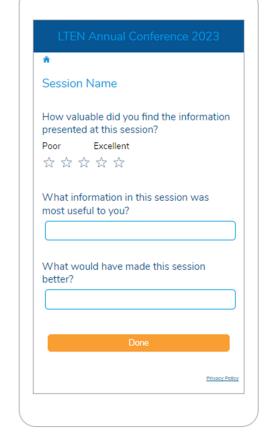
- 1. Select this Workshop
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### **Patient Affordability**

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





## **Formulary Coverage**

Why does Blue Cross cover your drug for some of my patients and not others?

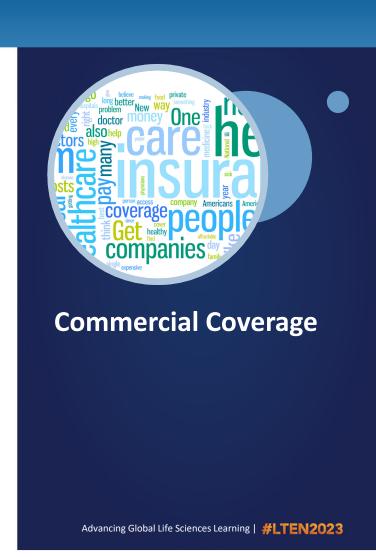
Required Knowledge

Most payers offer multiple insurance products, each of which may have its own formulary

**Carve-outs impact coverage** 

This may mean PBMs are involved





### **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



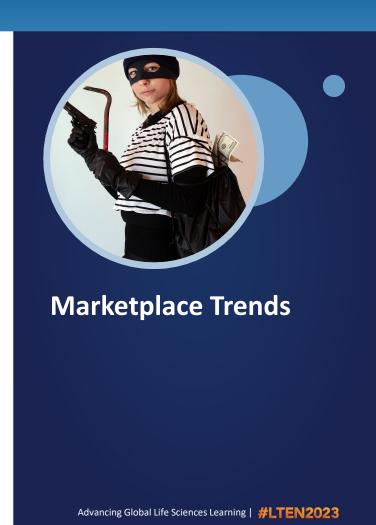


### **Copay Accumulators**

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









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