

LTEN[®]2023

**FOCUS
FORWARD**

Welcome and Thanks for Attending

LTEN[®]2023



A Team Approach to Market Access: Strategies for Success



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!**

A screenshot of a mobile app survey form for the LTEN Annual Conference 2023. The form is titled 'Session Name' and asks 'How valuable did you find the information presented at this session?'. It features a star rating system from 1 to 5 stars, with 'Poor' and 'Excellent' labels. Below the rating, there are two text input fields: 'What information in this session was most useful to you?' and 'What would have made this session better?'. At the bottom, there is an orange 'Done' button and a 'Privacy Policy' link.

Our Presenters



Greg Adamson
Executive Director
Medical Sales Training
Olympus



Kimberlee Moon
Director, Marketplace &
Account Management
Boehringer Ingelheim
Pharmaceuticals, Inc.



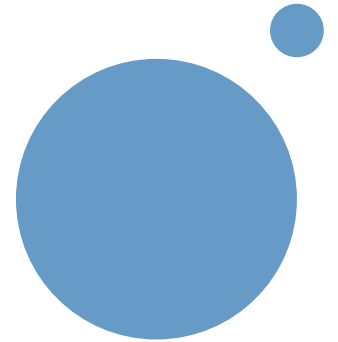
Rob Keating
Senior Director
Commercial Learning &
Development
Kite Pharmaceuticals



Moderator:
Michelle O'Connor
President & CEO
CMR Institute

Learning Objectives

- **Discover best practices for a team-based training approach to market access.**
- **Design cross-functional strategies to gain market access and improve customer relationships.**
- **Identify how to align your training curricula to a multi-role approach to market access.**



Audience Poll

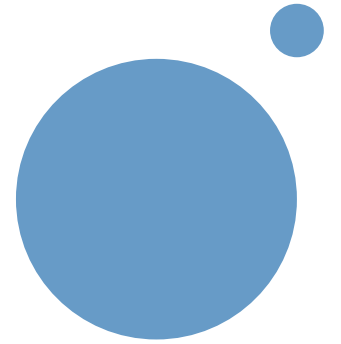
How many of you work for a:

1. Pharmaceutical company?
2. Medical device or diagnostic company?
3. Other?

Are you responsible for market access training at your organization?

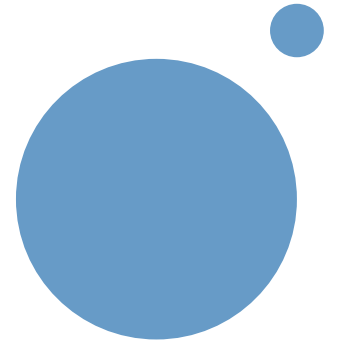
Roles on the Market Access Team

- Account Managers (KAMs, RAMs, RAEs, NAEs, etc.)
- Field Reimbursement Managers
- Patient Access Roles
- Medical Affairs / MSL's
- Emerging Roles
- Others?



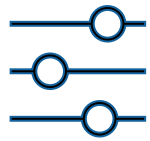
Key Competencies for Market Access Training

- Health economics strategy
- Payer strategy
- Pricing and market access analytics
- Market access strategy [incl key stakeholders, market/policy landscape, formularies, VAC (value access or analysis committee) and P&T (pharmacy and therapeutics committee)]
- Power skills: Adaptability, Leading without Authority, Empathy, Cross functional collaboration

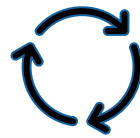


Multi-Role Team Training Considerations

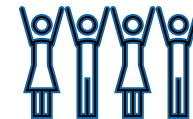
Levels of Training



Cross-Functional
Training



Best Practices



LTEN[®]2023



Market Access Training Example Pathways



Case Example: Market Access – Specialty Market Training



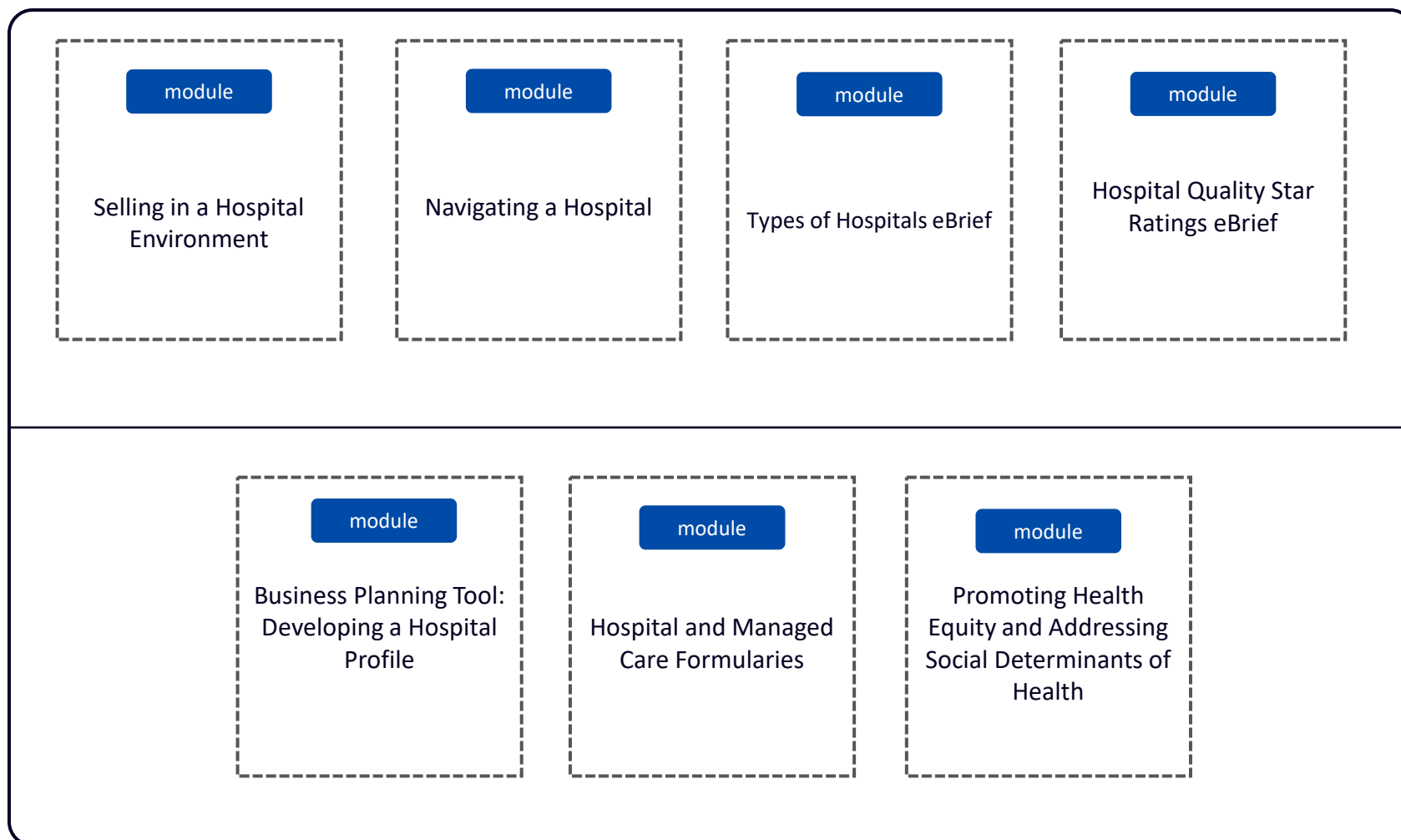
Optional modules

- Administering the Pharmacy Benefit
- Strategies for Managing the Pharmacy Benefit
- Partnering with Specialists
- Buy and Bill

Coming Soon

- Patient Identification/Genetic Testing/Precision Medicine
- Diagnostic Advances and Mutations

Case Example: Market Access – Hospital Selling Training



Optional modules

- EHRs and HIT
- Industry Strategies to Meet the Customers' Needs
- Selling in a Value Conscious Environment
- The Pharmacy and Therapeutics Committee
- Customer Focus and its Role in Business Strategy

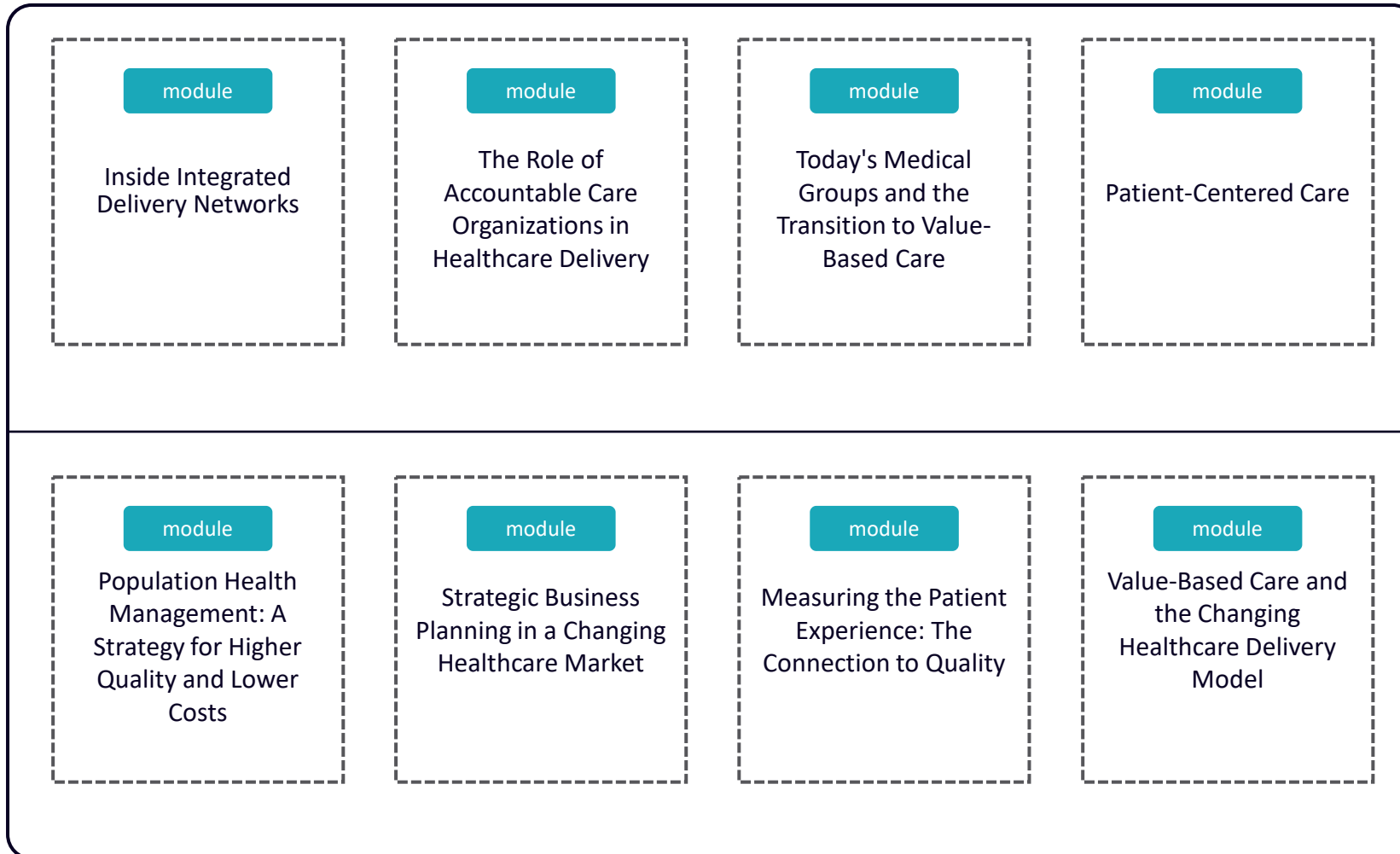
Case Example: Market Access – Patient Access/FRM Training



Optional modules

- Communicating with Empathy
- Real Time Benefit Check
- Alternative Payment Models eBrief
- Patient-Centered Care
- Population Health Management: A Strategy for Higher Quality and Lower Costs
- Measuring the Patient Experience: The Connection to Quality
- Value-Based Care eBrief
- Partnering with Payers application eModule
- Drug Price Benchmark eBrief
- Understanding MACRA and Its Impact on Physicians
- Understanding Medicare Part D

Case Example: Market Access – Value-based Selling Training



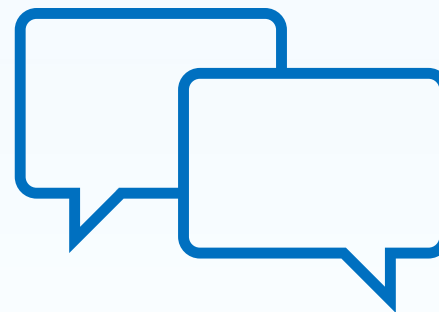
Optional modules

- Accountable Care Organizations eBrief
- Hospital Quality Star Ratings eBrief
- Promoting Health Equity and Addressing Social Determinants of Health
- Selling in a Value-Conscious Environment
- The Affordable Care Act and Its Implications for the Life Science Industry
- Triple/Quadruple Aim eBrief
- Value-Based Care eBrief
- Telehealth Trends and Opportunities
- EHRs and HIT
- Using Storytelling in Sales eBrief
- Job Aid: Elevate Your Conversation (Pharma)
- Customer Engagement Strategies - Finding Success in Today's Market

LTEN[®]2023



Q & A



Additional Resources



Workshop Takeaway

Market Access Team – roles, competencies, topics – planning for success



CMR Institute Library

Review content categories and build a learning list of resources



Connecting with Your Customers: An Interactive Roundtable for Training Leaders

Key drivers and how they impact your teams and training plans



Importance and Value of Healthcare Ecosystem and Business Acumen Training

Healthcare leaders discuss the landscape and how trainers can best prepare their teams