

ISSUE BRIEF

Staff Augmentation: Market Access Account Services for Small to Mid-Size Manufacturers

Small to mid-size pharmaceutical, device, and biotechnology manufacturers may find themselves having to choose between various budget needs as they prepare for their first, second, or even fifth launch. First launches are **particularly challenging as the commercial and medical teams race to establish relationships** with key decision makers while developing and executing launch strategies.

Building a skilled and tenured field team to work with organized customers – be it commercial or government payers, health systems/IDNs, GPOs, PBMs, specialty distributors, pharmacies, wholesalers, or employers – is a significant investment. Without effective account management, companies could risk optimizing market access for their innovative product.

THE IMPORTANCE OF EFFECTIVE ENGAGEMENT WITH ORGANIZED CUSTOMERS

There are extensive nuances to how medical and pharmacy policies are designed and the contracting language that may support a product's use. It's important to understand how a product's clinical profile stands up in the competitive market and design an appropriate contracting strategy to optimize its appropriate use.

When contracting is not an option or is not necessary, shaping medical policy that is aligned with the package insert is vital.

To ensure a mutually beneficial and aligned strategy to support a product's launch and lifecycle, it's important to engage with key decision makers early and effectively in order to:

- Gain access to appropriate functions and roles within key payer organizations
- Identify the best product criteria – economic or clinical – to leverage in a coverage discussion and design an appropriate negotiation strategy
- Communicate a product's clinical and economic value to ensure timely formulary inclusion
- Ensure coverage criteria and/or utilization management are in line with a product's package insert
- Provide insights to sales teams about local or national market challenges and opportunities
- Develop a trusted relationship to ensure a long and fruitful dialogue as other products come to market

“

When you are a small pharmaceutical company, Market Access is at the top of the priority list. Whether you are publicly traded or privately held, the confidential nature of rebating, contracting, and gross-to-net conversions makes it difficult to share that information outside of your organization. However, market access has become a complex machine of moving parts and constant change in personnel and ownership structures. For those reasons, hiring in a few FTEs can limit a company's knowledge and access to these rapid changes. Bringing in a fully staffed outsourced team that is well-connected and has the ability to take multiple small pieces of information and collectively bring them to the table for you to make a smart decision makes better business sense. The decision-making is not in the value of bringing in an outsourced team but in the trust your organization has for that team to execute, tell your story right, treat your product as if it was their own, and maintain confidentiality.

– Anonymous CCO

“

Using a market access consultant group enables a company to leverage the extensive experience of a team, while having the flexibility to scale as business needs change.

– Jeffrey Del Carmen, CCO, Catalyst Pharmaceuticals Inc.

*Supplementing or temporarily staffing your account management team with an **outside resource can be an effective way to manage budgets and ensure early and appropriate market access.***

Questions to consider as you are evaluating the need for account management:

- What budget do I have available to invest in account management?
- Who are my internal experts to build, design, hire, train, and oversee account managers?
- Which market access functions do I need prior to or at launch? (e.g., national account managers, regional account managers, key account managers, field reimbursement managers)
- How many account managers and other market access professionals do I need prior to and/or following launch?
- What tools, resources, or key talking points should I deploy prior to launch? At launch?
- How do I manage the uncertainty about the timing of the expected FDA approval?
- When is the right time and who are the right people to engage with pre-approval information exchange?
- What market insights do I need to collect to empower an effective account management team design?
- What data sets and vendors should I use for claims and coverage data? How do I best leverage that information once it's available?
- What's going to be the market access team's primary goal: shape policy or negotiate contracts or both? If contracting, how do I work with the GTN model to identify optimal contract terms?
- How many customers do I really need to reach prior to launch? How many people do I need to accomplish this?
- Which organized customers do I absolutely need to meet and initiate a dialogue with? How do I do this?

COEUS' Talent team includes advisors with deep, real-world relationships and account managers with over 20 years' experience – ready to advocate and negotiate on your behalf.

With the COEUS team's services, you can gain immediate access to experienced subject matter experts and tenured account managers/directors. We also supplement our teams' talent with invaluable real-time and real-world insights from our proprietary platform COESight™, which overlays claims and coverage data, thus allowing your market access teams to effectively communicate claims/coverage from a national level down to an HCP level. Our custom dashboards capture sales and contract effectiveness and empower informed decisions for market access teams' structure and strategy.

As you are planning your launch budgets and are both in awe and fear of pipeline products, the Staff Augmentation team welcomes the opportunity to learn more about your specific needs and to share the team's capabilities and experience.



Craig Quinn

Executive Director, National Account Team

+1 631.626.2618

cquinn@1COEUS.com



About COEUS

Established in 2009, COEUS is a leading healthcare consulting, communications, technology, and talent firm. The company offers clients a variety of services, as well as SaaS technology platforms, for various stakeholders throughout the healthcare ecosystem including all payers and emerging or more established drug manufacturers. Leveraging the deep knowledge and experience of the company's many subject matter experts, COEUS works on all drug types with a particular focus on gene and cell therapies, rare disease, and oncology. The company also has unique expertise in the creation and management of value-based agreements by leveraging COEBRA™, the company's evidence and outcomes adjudication platform. In its 13-year history, the company has supported the launch of more than 120 pharmaceutical brands and has worked with more than 300 pharma clients including many top global pharmaceutical manufacturers. To learn more about COEUS and the company's offerings, visit 1coeus.com

To learn more about COEUS and the company's offerings, visit 1coeus.com