

Market Access and Field Sales Force Placement: Building a Targeted Go-to-Market Strategy for Optimal Return

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In the fiercely competitive pharmaceutical landscape, a successful product launch depends on a well-thought-out go-to-market strategy. Traditionally, pharmaceutical manufacturers have used sales force ranking to segment physicians and accounts based on potential prescription volume, supplemented by historical prescription data and high-volume prescription areas targeting specific disease states. However, solely relying on these factors without considering the market access landscape in specific territories can lead to wasted investments and inefficient resource allocation.

It is critical to integrate market access insights into the field sales team placement strategy, emphasizing force ranking segmentation. Additionally, collaborating with a consulting firm can assist pharmaceutical manufacturers in crafting a targeted and efficient go-to-market plan that optimizes both prescription potential and market access readiness.

► The Impact of Market Access on Field Sales Team Placement

Market access goes beyond product efficacy and affordability; it encompasses the entire process of ensuring that patients have timely access to pharmaceutical products by navigating regional regulatory, reimbursement, and payer dynamics. When pharmaceutical companies overlook market access implications during field team build-out, several challenges can arise, particularly during product launches:



MISSED OPPORTUNITIES

Territories with limited market access may prevent high-volume prescribers from effectively prescribing the therapy, leading to missed revenue potential.



INEFFICIENT RESOURCE ALLOCATION

Placing representatives in territories with inadequate market access can lead to suboptimal resource utilization and hinder overall performance.



LIMITED MARKET PENETRATION

Lack of access in specific markets can slow down the therapy's adoption, impeding product launch success.



▶ Integrating Market Access into the Go-to-Market Strategy

To address these challenges, pharmaceutical companies must incorporate market access insights into their strategy during the initial stages of field team build-out. Here are some key considerations:

- **Data-driven territory design:** By augmenting historical prescription data with comprehensive market access data, payer insights, and regional access regulations, pharmaceutical manufacturers can design territories that align prescription potential with market access readiness.
- **Targeted education and engagement:** Equipping field representatives with in-depth knowledge about regional market access dynamics, reimbursement policies, and payer requirements empowers them to have informed discussions with healthcare professionals and proactively address potential access barriers.
- **Collaboration with payers:** Engaging in open dialog with payers and understanding their concerns and preferences through well-designed market insights research fosters lasting relationships that facilitate better access to the product in specific regions.

▶ The Role of a Consulting Firm in Designing the Right Plan

Collaborating with a boutique strategy company such as COEUS offers pharmaceutical manufacturers specialized expertise to optimize their go-to-market strategy with a focus on market access:

- **Comprehensive market analysis and insights:** COEUS can conduct in-depth analyses of the market access landscape in various territories before a finalized design and layout, identifying potential challenges and opportunities for the company.
- **Strategic planning:** Leveraging real-world expertise, COEUS can help pharmaceutical manufacturers devise a targeted strategy that integrates market access considerations, leading to efficient field team placement and optimized resource allocation.
- **Payer engagement strategies:** COEUS can assist in developing effective payer engagement strategies, enhancing communication and collaboration between pharmaceutical companies and payers to improve market access before product launch.

A successful go-to-market strategy heavily relies on considering market access implications during field team placement, which is often overlooked in field team design. Companies that fail to do so risk spending millions without achieving the desired return on investment. By integrating market access insights into field team design and collaborating with a consulting firm with real-world experience, pharmaceutical manufacturers can create a well-designed plan that maximizes opportunities, overcomes challenges, and ensures patients have timely access to the therapy they need, ultimately leading to improved patient outcomes and commercial success.



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.

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