

Looking for “Off-the-Shelf” Market Access Resources?

The path from prescription to administration is complex and continually shifting. To succeed, your teams must have the information required to confidently navigate this landscape and overcome every access challenge along the way.

Our on-demand market access guides help meet this need by providing concise, reliable insights on today’s most important market access topics. Each resource in this series has been developed specifically with sales and market access professionals in mind.

TOPICS INCLUDE:



WHO’S WHO IN HEALTHCARE?

Review the key stakeholders involved in drug access and acquisition—and how these roles interconnect on the path to prescription access.



HOW US HEALTH INSURANCE WORKS

Gain a comprehensive understanding of commercial and government coverage, including eligibility, how plans work, and the latest factors and trends.



THE STORY BEHIND PRESCRIPTION DRUG BENEFITS

Explore commercial drug coverage, Medicare Parts B and D drug coverage, how formularies function, payer utilization management strategies, and more.



THE EXTRAORDINARY WORLD OF SPECIALTY DRUGS AND PHARMACIES

Investigate specialty drugs and specialty pharmacies as well as cost factors, health coverage, and related trends regarding hospital specialty pharmacies.



NAVIGATING HEALTH BENEFITS AND CARE FOR MILITARY PERSONNEL

Gain insights into the military healthcare complex—including relevant facilities, TRICARE, and veteran’s healthcare—and consider how your products may be viewed when it comes to formulary acceptance and prescribing.





THE LANGUAGE OF MEDICAL CODING AND BILLING

Discover how providers and payers communicate in a language of codes, the components of each medical code set, why coding is used in the US healthcare system, and how these codes may relate to your products.



GLOSSARY OF PHARMACEUTICAL MARKET ACCESS TERMS

Return time and again to this handy, comprehensive glossary of more than 100 terms, definitions, and acronyms.



GOLD CARDING

Gain insights into gold carding and understand how it can support patients and healthcare professionals.



These guides will help your teams to become:



Primed to navigate the most intricate market access environments



Well versed on critical factors and trends regarding access to pharmaceutical products



Ready to apply this knowledge to overcome challenges and achieve their goals

WANT TO LEARN MORE?



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