



Playbook: Targeting the Right Health Plan Accounts and Decision-Makers

Why it matters to you

When it comes to sales and marketing strategy, finding the right health plan and PBM targets is one of the top priorities. Without the appropriate resources or frameworks, targeting can be a real challenge. Do you have the right data? Are you able to gain visibility to all areas of your market? Can you monitor changes in the market? These questions are core to the success or failure of a go-to-market strategy for organizations selling products and services to payers.

TIPS TO FINDING THE ACCOUNTS
AND PEOPLE THAT MATTER INSIDE

5 do's and don'ts related to health plan targeting

DO Define the target market including specific accounts and contacts

HOWTO

- STEP 1:** Align with internal stakeholders around strategic goals as well as short-term objectives
- STEP 2:** Get specific. Segment the market based on covered lives, geography and affiliations
- STEP 3:** Understand differentiated categories in the market to uncover campaign/effort complexity
- STEP 4:** Document known buying triggers and personas to simplify and prioritize decision-maker targeting
- STEP 5:** Collaborate with your team to understand how specific solutions map to key buying segments

DO Identify critical processes and tools as the foundation for list management & targeting

HOWTO

- STEP 1:** Leverage historical context and data to understand the pace of change within your market
- STEP 2:** Based on these findings, establish frequency of necessary updates and automation requirements
- STEP 3:** Identify available sources of direct contact information, both internally and externally (i.e. conference attendee list, previous client relationships, list buys)
- STEP 4:** Establish list management workflows and define your system of truth
- STEP 5:** Prioritize key segments and how specific outreach will occur to your target audience

5 do's and don'ts related to health plan targeting

DO Establish mechanisms to track account & contact changes and strategy impacts

HOWTO

STEP 1: Determine whether the pace of change varies by market segment or job function

STEP 2: Develop or license a real-time source of shifts in direct contact information

STEP 3: Map these triggers to specific outreach and messaging that capitalizes on these changes

STEP 4: Categorize types of changes to manage market trends and scale your targeting strategy

AVOID Spray and pray. General targeting without focus on specific buyers can waste time

AVOID Getting stuck in a rigid routine that doesn't factor in a rapidly evolving industry



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ABOUT MMIT

MMIT is a product, solutions and advisory company that brings transparency to pharmacy and medical benefit information. MMIT partners with PBMs, payers and pharmaceutical manufacturers from P&T to point of care. We analyze market access trends and market readiness issues, while providing brand and market access solutions to navigate today's rapidly changing healthcare market.

Our team of experts focuses on pharmaceuticals, business drivers, market intelligence and promotional behavior. Our products and services support brands approaching launch, commercialization efforts, pre P&T market planning, launch strategy and readiness. We partner with hundreds of payers and manufacturers ensuring that our products continually capture and analyze formulary coverage and restriction criteria for more than 98% of all covered lives.