

# How to Gain a Competitive Advantage In the World of Patient Access Data

## Foundational Patient Access Strategies for Hubs & Organizations with Hub Services

Understanding market access is hard. Tracking shifts in coverage and payer policies for pharmaceutical products is even harder. As the leader in patient access information and insights, MMIT created this quick guide to simplifying drug coverage through normalized data and innovative technology.

We partner with organizations that offer hub services to the healthcare industry, specifically those who primarily operate as consulting, research or advisory firms and need a source of truth for patient access.

### Top 4 Approaches That Can Help Differentiate Your Organization:

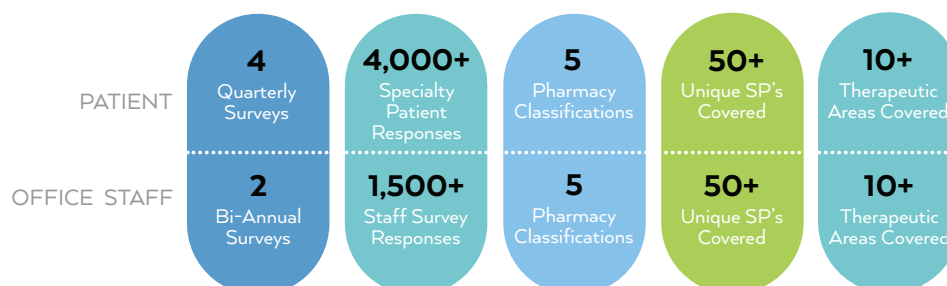
**1. Demonstrated Expertise in Specific Therapeutic Areas:**

Consider the source of formulary, policy and restriction data within your own organization. Payer-sourced data vs. prescription aggregation-sourced data can impact pharma teams at pre- and post-launch stages. If market access data is only a static snapshot of fulfilled prescriptions and payer/PBM policies gathered from websites, pharma teams won't have the market intelligence needed to compete with real-time, direct-from-payer information sources.



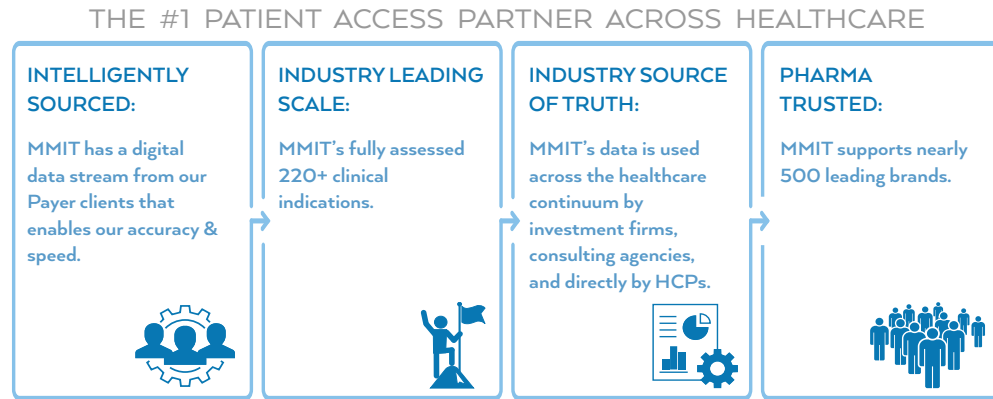
**2. Visibility Into Satisfaction and Perception From Your End Markets:**

Ensure that you have a direct look into payer and IDN decision-making to stay ahead of market events, anticipated behaviors, and key stakeholder perceptions at a pace that enables real-time, data-driven adjustments and optimizes sales during key brand lifecycle stages. Deep payer and IDN insights, combined with comprehensive market access information, provide the strategic direction you need to execute on your key objectives.



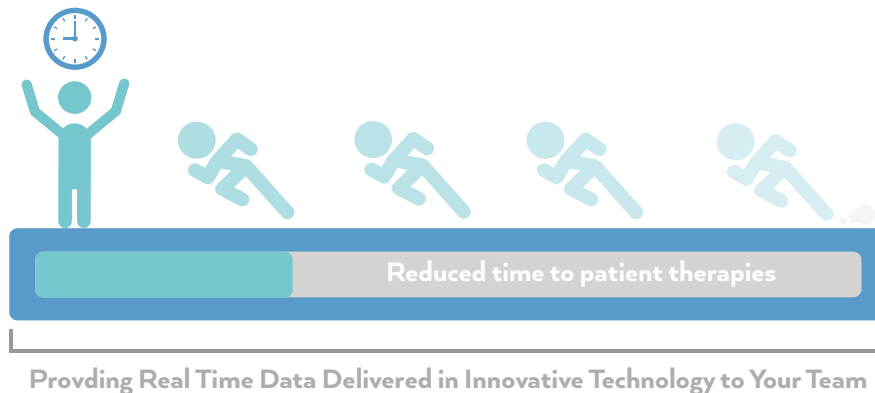
### 3. Clearly Communicating Your Track Record and Experience:

Identifying which supplier relationships are most profitable and valuable for your company is paramount to a successful strategy. Work with procurement to consolidate vendors, allowing the broader team to become more effective and efficient in the field. Improve overall vendor relationships as vendor solutions are consolidated to ones that provide the most value and expertise. Streamline data sources, focus internal resources and improve workflow efficiencies through vendor consolidation.



### 4. Articulation of How You Impact Patient Time to Therapy:

Gain access to tools that increase team efficiency from brand teams to field teams. Leverage market access data and insights that empower payer marketers, help market access teams predict and quickly respond to payer/PBM changes and enable brand teams to influence and monitor field team messaging. Leverage your vendor partner to promote brand access and respond to HCP coverage questions with confidence and ease.



Learn More About How MMIT Can Support Your Patient Access Challenges:

<https://www.mmitnetwork.com/patient-access-hubs/>