FormTrak

Clear up coverage confusion with MMIT's suite of promotional tools.

Veeva
Technology
Partner

1 Only promotional solution with a native integration within Veeva CRM, simplifying implementation and deployment.

2 The solution combines claims, lab and coverage data to provide valuable insights while streamlining brand strategy.

3 MMIT owns the data, reducing middleman costs and guaranteeing near real-time insights.

4 Suggestions alert reps whenever coverage changes so they can re-engage providers.

5 Access Overview helps brand managers understand prescribing behavior, distribution of potential patients and access barriers.

6 Enhancements to user interface and functionality allow pharma companies to scale without overcrowding.

The Industry Challenge

Payer coverage is complex, and no HCP has the time to know which drug is covered by which insurer. They look to pharma field teams for accurate and timely patient access information. Meanwhile, brand leads have limited information to use in efficiently deploying field reps to key HCPs.

FormTrak's promotional and strategy tools connect comprehensive formulary and medical policy information to promotional templates, all integrated within Veeva CRM. Field teams can create and update accurate and compliant promotional cards. And brand managers can use real-world data to deploy field reps more efficiently and create brand strategies tailored to your HCPs' prescribing behavior.

New Available Add-Ons
Provide Insights Into Provider and Payer Behavior

Pair FormTrak with Non-Personal Promotion From Skipta

Skipta, another Norstella company, is a professional social network of specialized online medical communities for verified HCPs.

- Target your key HCPs with opportunities to integrate your key sponsor content in multiple formats.

- Deliver customized KOL content to targeted HCPs.

- Improve awareness and literacy around your brand and clinical results.

- Identify the next best action for omnichannel marketing.

Dashboard for Home Office Teams

FormTrak can be bundled with a dashboard for the home office team that provides a holistic view of all accounts and their prescribing behaviors.

- Allow brand leads to drill down into specific territories, accounts, payers, and NPIs.

- Understand market share assessment, potential patient reach, physician targeting, and more.

- Ingest client-configured zip to territory alignment.

- Gain insight into your entire market basket and understand how your product performs vs. competitors.

Smoothing and simplifying access to therapy.

MMIT solves the what and why of market access, helping to move therapies from pipeline to patients.
Connect with us at info@mmitnetwork.com.