CASE STUDY

Breaking Down Silos and Fueling Sales Enablement

How One Pharma Company Used MMIT's Market Access Analytics and Promotional Tools to Drive Impact

For pharma companies, supporting sales teams with data that will help them find opportunities in the marketplace and market their drug to HCPs can be difficult. Tracking coverage for drugs compared to competitors in the marketplace is also a challenge. When one biopharma company faced these market access challenges, it partnered with MMIT to help its sales teams understand the marketplace and find new opportunities.

Scenario

A biopharma company needed to track coverage for a new drug. The team wanted to address client-specific criteria with a solution that could be tailored to its unique needs and provide actionable insights to effectively support its sales team.

Solution

To overcome these market access complexities, the company leveraged MMIT's Analytics solution for comprehensive formulary, medical policy and restriction information. The team also selected two additional payer data intelligence solutions: Payer Landscape, which enables payer segmentation, and Surveillance, which provides real-time alerts for updated coverage. To drive better provider messaging and more precise HCP targeting, the company also implemented MMIT's promotional solutions, FormTrak and Coverage Search. Together, MMIT's solutions helped the company track coverage, policies, and Medicare challenges to better position the drug in the marketplace.

MMIT's team designed nomenclature and analytical frameworks tailored to the company's needs, allowing them to improve market access opportunities. It also armed sales teams with useful data about the drug to help them find more sales prospects.

"Over the years, MMIT has been very accommodating to however we want to tweak the system," the company's national account director, market access, said.

> **"Our heads of sales were happy and impressed with insights to better digest the business landscape.** When they had the data, they could [see] the opportunities."
>
> *— National Account Director*

Success

FormTrak, which connects comprehensive formulary and medical policy information to promotional templates that support personal and non-personal channels, played a crucial role in enhancing the company's sales efforts.

"FormTrak allows us to confidently present healthcare providers with detailed formulary and coverage data," the national account director said.

MMIT's tools helped the company's sales representatives effectively showcase their drug's market access progress. Through tailored analytics, customized nomenclature, and comprehensive training, the company could navigate complex market challenges with precision.

Learn how MMIT's FormTrak and Coverage Search can drive better provider messaging and more precise HCP targeting, and how MMIT's Analytics solution provides comprehensive formulary, medical policy and restriction information.

CONNECT TODAY