



## FROM IMPASSE TO INSIGHTS: FINDING A WAY FORWARD WITH FORMTRAK

How MMIT helped a midsize pharmaceutical sales team influence prescriber behavior and overcome barriers to access



For pharma companies, engaging physicians is a key component of a brand's commercial strategy. When a family-owned pharma company had difficulty getting physicians to write scripts for a less-than-exciting disease state, they realized that coverage data was the missing tool in their sales reps' toolkits, so they turned to MMIT for help.

### SCENARIO



The company's vice president of marketing will be the first to tell you that the company has faced barriers to access specific to its products' uncommon—and, frankly, unseemly—therapeutic area.

Its products have excellent clinical data, including high efficacy rates and very few safety concerns. However, physicians struggled to comprehend why they should write scripts for these products when there are several over-the-counter options available or a standard of care that they have used for over 30 years. Plus, the sales reps were finding that disease education was a major challenge.

"In this therapeutic area, most physicians don't know about it, or they hear about it for 20 minutes in residency and that's it," said the vice president

of marketing. "Physicians don't treat it often or know much or care about the disease. We had to solve for that dynamic."

What's more, physicians were hesitant to prescribe because they weren't sure if the products were covered by health plans. While the sales reps were trained to discuss the disease state and the products' clinical data, conversations were stalled once the physicians asked about coverage.

"There's not a practice out there that has any clue which products are actually covered," he said. "Being able to let doctors know what the coverage status is alongside safety and efficacy needed to be part of the package."



## SOLUTION

After realizing that the sales reps needed easier access to robust coverage data, the company turned directly to MMIT. The team had already been using the [Coverage Search](#) app, but they knew they would need to expand the utilization of the tool beyond a select few at the home office to reach their goals. After discussing their options with MMIT, the company implemented [FormTrak](#) to provide the sales team with the right tools for more effective physician engagements.

Once the reps were trained, they began leveraging

the tools immediately when calling on physicians. CoverageSearch armed them with easy-to-access coverage information—including formulary status and medical policies—which allowed them to answer physicians' access questions in real time. FormTrak took their efforts even further, enabling reps to retrieve the most up-to-date promotional materials.

"For us, this data is so important because it's not just about what's covered, it's about what the data is telling us. How do we implement the knowledge of formulary status in our next discussion with a provider? What's the impact on that practice? That's the meaning of value."

## SUCCESS

According to the company's VP of marketing, MMIT played a huge role in helping improve the efficacy of the company's provider engagements. With data right at their fingertips, the sales reps are no longer getting derailed by coverage questions and can instead focus on educating providers on the disease state, how their products compare to OTC options

or prescription standard of care, the clinical and safety data, etc.

"I tell providers, 'MMIT shows us that we have coverage,' which encourages them to write," he said. "[These solutions] allow us to get to that clinical discussion quicker. MMIT data removes a barrier and makes it a very short conversation—and a more effective one."



Learn how MMIT's **FORMTRAK SOLUTION** can help field sales teams educate HCPs on brand access.