Tips to Engage with Pharma Manufacturers

Is your team armed with the resources they need to succeed in the market? Without the right tools, your account managers will face many obstacles trying to win more pharma business. Here are our top tips to help differentiate your organization:

1 Invest in payer intel across your client's pharma account team

Account managers don't have time to research every change that happens with payers across their books of business. Whether it's an account director with 20 years of contracting experience, or the newest member who has yet to call on an account, change is always certain. Your team needs a way (beyond Google) to ensure they don't miss any opportunities as they engage in pre-launch exercises.

2 It is NEVER too early to provide timely, accurate payer mix information

Manufacturers face a variety of tasks before launch. They are looking for a trusted partner to provide the most up-to-date payer information. Your account team will need a source of truth for this data to educate their clients. Providing this data early in the process will make proposals stronger.

3 Don't leave the burden of tracking down decision makers to the account managers

Hundreds of payer decision makers change jobs every month, going from one organization to another. While LinkedIn is a great tool to see after the fact when people change jobs, it's tedious and manual. Your team needs an up-to-date source of this information to get in front of the right people.

MMIT'S COVERAGE SEARCH provides drug formulary status and medical policies at your fingertips.

- Access accurate and timely market access data.
- Deliver meaningful, brand-specific messaging to HCPs.
- Increase field sales team confidence when addressing HCPs' coverage questions.

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