

Market Access Transparency Improves Pharma Pull-Through

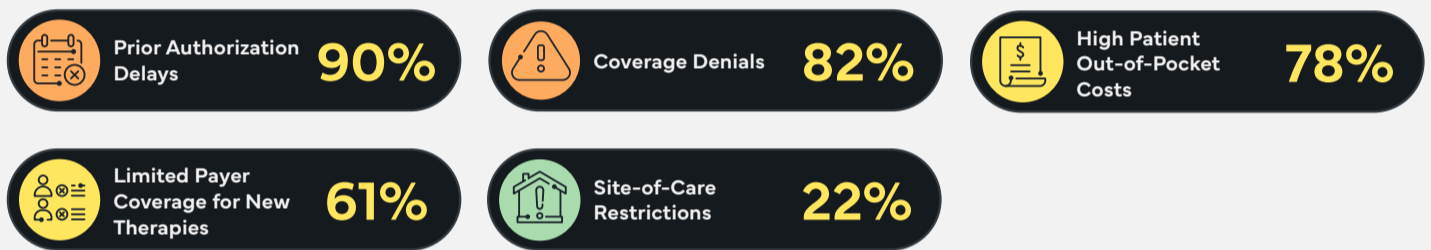
Even in complex TAs like oncology, access to new therapies is never guaranteed. To prevent delays and denials, pharma reps need to provide HCPs with access information from the outset.

According to a recent MMIT survey,

73%

of oncologists, cardiologists and internists think coverage details should be a standard part of sales visits.

Specialists struggle with a slew of prescribing barriers:



When reps don't address potential hurdles, specialists fill in the blanks:



And those assumptions *change* their prescribing behavior:



Pharma sales reps can stop access uncertainty in its tracks.

With MMIT's FormTrak in Veeva solution, reps can share real-time coverage details for a prescriber's population, along with PA forms and documentation to help ease the administrative burden.

CONNECT WITH AN EXPERT