

9 revealing questions to uncover gaps in your market access messaging

If you're in pharma marketing or sales, you know that, next to efficacy, the most important question on an HCP's mind is market access. Your brand may be a good choice for the doctor's patients, but will it be covered by their insurance? Even if it is "covered," will there be restrictions causing a negative experience or friction for the patient, the HCP or both?

To answer those questions for each of your HCPs, you need HCP-specific data. Find out how well you're engaging HCPs. How do you score yourself on the following market access marketing statements?

Market Access Self-Assessment

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| <p>01. I am confident HCPs have an accurate perception of our brand's cost and coverage for their patient populations.</p> <p>DISAGREE 1 2 3 4 5 AGREE</p> | <p>06. I am confident that HCPs see a higher value our printed sales collateral because our leave-behind sheets are personalized with data about their own practices.</p> <p>DISAGREE 1 2 3 4 5 AGREE</p> |
| <p>02. Our market access data enables us to tell individual HCPs what percentage of their own patients will be covered by our brand with no restrictions.</p> <p>DISAGREE 1 2 3 4 5 AGREE</p> | <p>07. Our access messages are designed specifically for each individual HCP based upon their own market access landscape and claims data specific to their patient population.</p> <p>DISAGREE 1 2 3 4 5 AGREE</p> |
| <p>03. Our sales reps are able to sell through cost and coverage objections because they have confidence that the data in our market access messaging is accurate for each HCP.</p> <p>DISAGREE 1 2 3 4 5 AGREE</p> | <p>08. Our market access messaging allows us to highlight our advantage versus a competitor for individual HCPs where we have a better cost and coverage profile for their patient population.</p> <p>DISAGREE 1 2 3 4 5 AGREE</p> |
| <p>04. We can deliver different access messages to each HCP in the same practice based on the HCP's individual access landscape</p> <p>DISAGREE 1 2 3 4 5 AGREE</p> | <p>09. When a market access disruption such as a change in a payer's formulary takes place, we can adapt our market access messaging for each individual HCP within days.</p> <p>DISAGREE 1 2 3 4 5 AGREE</p> |
| <p>05. I am confident we are fully leveraging the preferred information channel of each HCP because we can deliver our access messages through multiple channels including rep-delivered email.</p> <p>DISAGREE 1 2 3 4 5 AGREE</p> | |

Do you see areas where your market access messaging isn't as strong as it could be? Find out how your brand can use personalized messages to better engage HCPs and solve 3 key pharma challenges at <https://www.precisionxtract.com/ces/boost-rx-growth/>.