



MARKET ACCESS STRATEGY
DEVELOPMENT FOR PHARMA PRODUCTS

(Market Access and Pricing Innovations)



Understanding the Market Access Landscape...

To effectively navigate the market access landscape in the pharmaceutical industry, several key factors come into play. It all begins with assessing the disease burden of the targeted condition, encompassing its prevalence, severity, and socioeconomic impact. Additionally, comprehending regional regulatory requirements, which impact approval processes and pricing, is essential. Health Technology Assessment (HTA) further evaluates clinical efficacy, safety, and economic value, guiding decision-makers. Pricing and reimbursement landscapes in each market must be understood, including pricing regulations and reimbursement mechanisms. Engaging with stakeholders, such as patients, healthcare providers, payers, and regulators, is vital for strategy development

Determining Factors in Optimizing MA...

Early engagement with key stakeholders, grasping the competitive landscape and utilizing real-world evidence (RWE) collected outside of clinical trials are critical components for optimizing market positioning

Market access strategies should guide decision-making throughout a drug's lifecycle. They should include:

- Defining market access ambitions and trade-offs
- Sizing market potential and identifying key stakeholders
- Quantifying value attributes, pricing, and contracting approaches
- Implementing access models and monitoring performance

Strategies for Optimizing Market Access ...

1. Differentiate using Real-World Evidence

Evaluate additional outcomes, demonstrating superiority, improved standard of care, or efficacy in specific patient sub-populations using RWE

2. Incorporate Market Access-relevant Endpoints

Endpoints: Design clinical trials with endpoints valuable to payers. This can include overall clinical cost offsets, which showcase the drug's value

3. Thrive in Disadvantaged Positions: Learn to execute effectively, even in less-advantaged formulary positions. This might involve better field execution or innovative approaches

4. Cater to Patient Preferences

Differentiate your product by focusing on patient convenience or providing additional services, such as adherence-boosting strategies

5. Offer Patient Support Services

Provide solutions to help patients understand their diseases, manage medications, and navigate complex authorization requirements

6. Targeted Therapeutics

Identify target populations that can benefit the most while reducing payer budget impact

7. Value-Based Contracting

Implement value-based contracts to demonstrate the value of your product or class, especially for high-cost treatments with clinical uncertainty



About eQuantX

eQuantX Pharma Analytics Solutions is a leading provider of research and consulting solutions for life science companies, including those in the pharmaceutical, biotech, and med tech industries. Our specialization lies in delivering cutting-edge research and analytics solutions through a distinguished team that includes experienced therapy area specialists, researchers with domain expertise, pharmacists, data scientists, and software developers. This positions us at the forefront of the digital transformation within the pharmaceutical and biotech sector. Committed to driving innovation and delivering tangible results, our extensive service offerings span a spectrum of capabilities which include providing support to global pharma companies in competitive intelligence, market access, pricing and reimbursement support, asset valuation and forecasting, data analytics, patient analytics, HEOR, and real-world evidence generation support. With a global presence, our strategically located delivery centers in Gurugram and Bangalore, India, and Essen, Germany, ensure accessibility and collaboration with our clients. Additionally, we maintain a dedicated sales team in the United States. At eQuantX, our mission is to equip pharma leaders with the tools and knowledge needed to navigate the complexities of healthcare.

To know more, write to us at corporate@equantx.com or visit us at www.equantx.com

