

# United States Managed Markets



## Market Access Strategies and Organizational Structures: Leading Pharmaceutical and Biotech Companies' Approaches to Managed Healthcare

2017 Edition

The benchmarking program describes each leading pharmaceutical company's strategic approach to managed markets in detail.

The report includes:

- Strategic approach to Market Access
- Approach to field Health Economics and Outcomes Research (HEOR)
- Managing payer cost concerns
- Contracting and pricing considerations
- Approach to targeting integrated delivery networks (IDNs) and Accountable Care Organizations (ACOs)
- Reimbursements
- Portfolio management tactics/degree of product specialization for Field Market Access personnel
- Brand management
- Deployment of Market Access Account Executives, Market Access Marketing personnel and payer-focused Field Medical teams
- Approach/strategy for looming growth of biosimilar approvals
- Organizational structures
- Compensation for Market Access customer-facing personnel

To learn more about how you can purchase this report, please contact Colton Dunkle at [colton.dunkle@strategicreports.com](mailto:colton.dunkle@strategicreports.com)

### PharmaForce International Inc.

Insightful Intelligence with a Global Reach  
2645 Perkiomen Avenue • Reading, PA 19606  
(610) 370-5640 • Fax (610) 370-5641  
[www.pharmaforce.biz](http://www.pharmaforce.biz)