

Emerging Field-Based Representation Models

Committing to Real Change: Select Companies Implementing Transformative Field-Based Sales, Market Access and Medical Affairs Models

The primary business drivers for the pharmaceutical and biotech industries continue to evolve. In response, the nimblest companies have begun to implement new targeting models, especially for both their field Medical Affairs and Market Access teams.

Decisions about the therapeutic options available for patient care have largely shifted away from individual physicians. The companies in this report have initiated strategies to focus their Medical Affairs and Market Access efforts on the payer level where these decisions are now made. This report provides an up-to-date and in-depth analysis of how select companies are adapting to this historic migration of power.

PharmaForce International profiles select companies currently implementing unique Market Access and/or Field Medical Affairs engagement models in acknowledgement of who is now truly a key customer. Specialized personnel deployed in this effort include

- Field HEOR liaisons
- Payer-focused MSLs
- MSLs assuming responsibility for sales in a dual role
- Physicians utilized in selling roles
- Physicians accessing KOLs on a peer basis
- Hybrid Field Market Access teams

This timely report documents these evolving strategic approaches and examines the positions created to carry out these shifts in targeting emphasis.