

Shared National Account Managers

Our flexible solutions for emerging biopharma increase launch cost-effectiveness, mitigate investment risk, and increase speed-to-market

Today's dynamic payer environment

Launching a pharmaceutical product today is complex, dynamic, and constantly evolving. Having a clear market access strategy and understanding is more crucial than ever for manufacturers. Changing payer controls, shifts in managed markets, the rise of value-based agreements, and impending policy updates make it difficult to develop an optimal access deployment strategy.

A more modern approach stabilizes access for patients and maximizes resource effectiveness. Leverage our knowledge, experience, and long-term relationships to eliminate market barriers, gain access, and expand patient reach, while driving your market share.

Payers are pushing for more evidence of value, bringing a new level of scrutiny to formulary and reimbursement decisions. By working with us at the earliest stages of your commercial planning we can help you tailor your value proposition and pricing to regional and national health plans.

Our approach provides reimbursement alignments with specific classes of trade and distribution channels to maximize product uptake and enhance sales. The Market Access team also provides a detailed level of understanding of market access issues between the sales teams and managed market and government payers. IQVIA provides industry leading experts in the field of reimbursement and access through our deep, long-standing relationships with U.S. payers and providers of commercial, Medicare, and Medicaid business segments.

Market access challenges

You need a partner that can not only help you build long standing relationships with U.S. commercial and government payers, but also navigate reimbursement barriers such as:

1 PAYER VERTICAL INTEGRATION

- Relationships are even more critical due to mergers and consolidations by PBM and payers
 - » The top 35 payers now represent 85% of the commercial pharmacy lives

2 PAYER CONTROLS INCREASE

- Launch is getting harder as payer control grows
 - » 68% increase in payer restrictions
 - » 81% of new-to-brand patients who face a not covered rejection fail to fill within 30 days
 - » Larger payers have six months to one year new market blocks (NTM) for new products
 - » Discounts and rebates are expected
 - » Mandatory and expected fees such as data fees and admin fees, price protection, and escalator fees
- Public pressure to reduce spending
 - » Increased government controls

3 PATIENT ACCESS CHALLENGE

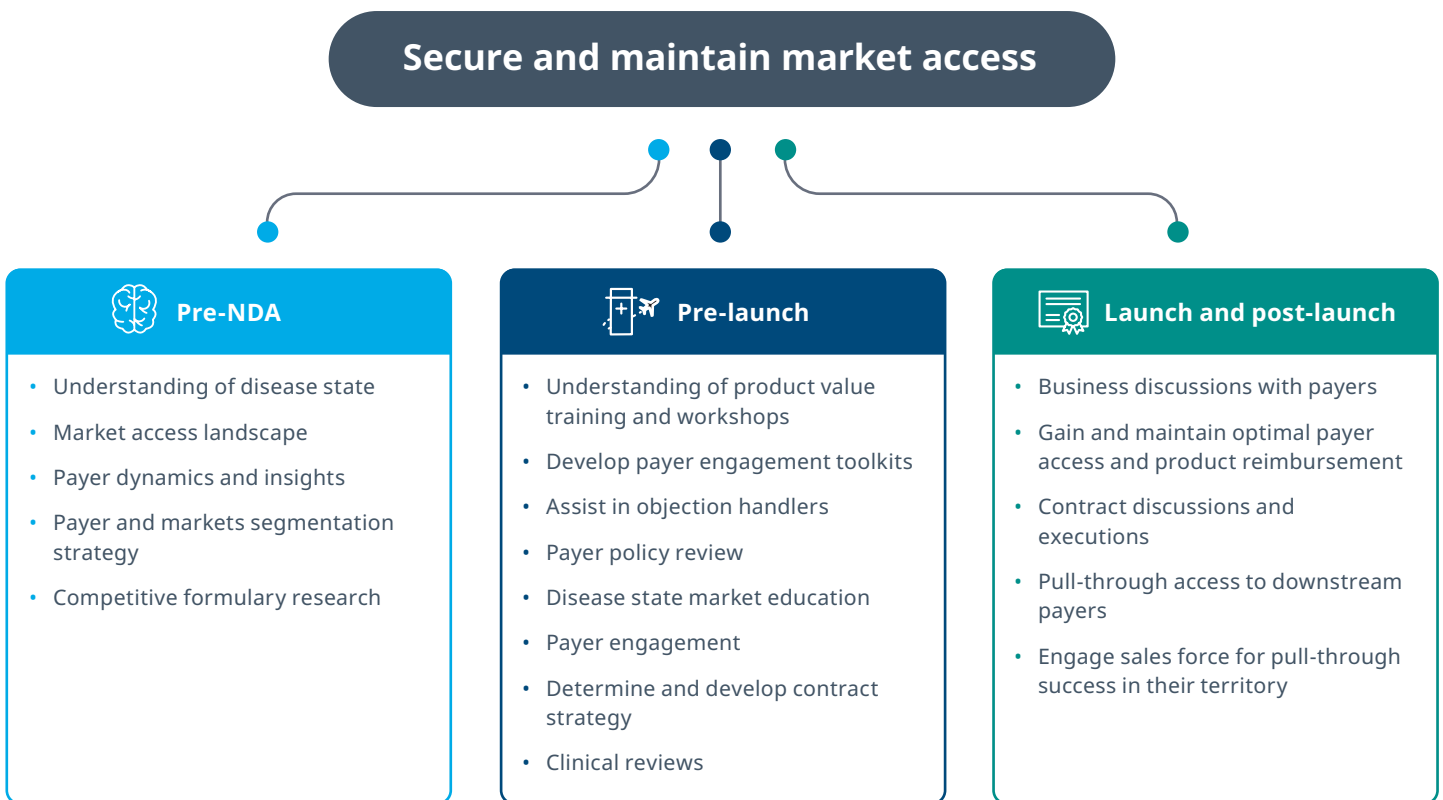
- Leveraging a reimbursement expert can help increase patient access in an environment where utilization impedes patient access
 - » Across all pharmacy products that launched in 2019, only 1/3 of patients who attempted to initiate treatment were able to fill therapy*; more than half faced a formulary restriction, and some abandoned due to cost.

National Account Managers (NAMs)

IQVIA NAMs work to secure and maintain market access for your product early in the launch preparation and continue to pull-through access to downstream payers post launch.

Our approach reduces or removes payer utilization management through payer negotiations, contracting, and coverage policies. Leverage our industry leading expertise to create barrier-free therapy access for patient initiation.

IQVIA's account management approach provides you effective contracting strategy, pull-through, and operational efficiency



Enabling biopharma with a flexible and dynamic deployment

Our NAMs are full-time employees of IQVIA with an average of 25 years of experience in the pharmaceutical industry. Since 2003, the team has served over 180+ clients gaining access and reimbursement for their products. Our experience allows you to tap into your unforeseen, as we have often through our many projects.

Our Shared NAM Model provides a flexible deployment that mitigates risk and increases cost-effective

investments in staffing. When you use our Shared NAM Solution, we are often a third of the cost compared to deploying your own team.

IQVIA builds lasting, collaborative relationships with our customers. It starts with a deep understanding of the challenges you face. Working as your strategic partner, we help you turn your vision into reality.

Achieving market access with syndicated account management



PROCESS

IQVIA's shared solution for access includes a team of seasoned account managers ready for immediate deployment.

Quick, cost-effective deployment helps to mitigate risk at launch. In fact, our teams can be deployed as quickly as two weeks after contacting.

Teams can be sized up and down as the product goes through its launch lifecycle.

DATA

We combine patient data with market data and our knowledge of key stakeholders and their connections to engage them on national and regional levels.

PEOPLE

Our NAM team has deep payer relationships. Engaging the right people at a plan is critical to your speed of success. We know payer contacts, and generally our NAMs have existing strong relationship with them.

PARTNERSHIP

IQVIA builds lasting, collaborative relationships with our clients. It starts with a deep understanding of the challenges you face. Working as your thought partner, we help you turn your vision into reality.

Contact us to clear your access hurdles today.



About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of **IQVIA Connected Intelligence**