

Market Access Solutions

Implementing winning strategies for brand success

Today's reality

The path to success is changing; decades-long practices must adapt to account for modern market dynamics. In the coming years, pharmaceutical companies of all sizes, specialties, and lifecycle stages will be facing more complex challenges than ever before, driven by new policies, heightened access hurdles, growing margin compression, and more.

However, brand success is still possible. A strong playbook with agile strategies to guide decisions will help to preserve revenue and maintain margins while continuing to bring beneficial medicines to patients.

Planning for shifts in policy and the market access landscape, in addition to understanding the inevitable tradeoffs and how to balance risks, will be critical to brand success in the coming decade.

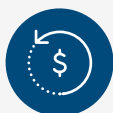


Since 2021, more than half of launches are failing to achieve \$10M in sales in their first year

KEY ISSUES TO WATCH



Modern launch



The Inflation Reduction Act (IRA)



Lifecycle management



Access



Margin compression

Designing plays coming in the market today is very intricate, as every offense is unique. Are there other blockers that you're worried about? Is your offense ready?

Calling the right plays

Modern launch



- The modern launch environment has become increasingly more difficult over the last three years as only a handful of products have achieved both +100K TRx and \$100M in sales. While payers are suppressing launches by imposing higher restrictions and tighter controls, new products are still coming into the market, and launch success is attainable — *but how?*
- Addressing complex market dynamics requires urgent updates to launch assessments. Understanding key dynamics, such as the new modern launch windows, skyrocketing annual per-patient launch costs, new demand efficiency assumptions, increasing access barriers that deny a brand's ability to convert patient demand into volume, and the need for evidence-driven pricing that optimizes value for payers and the healthcare system at large, are just some of the components to laying the groundwork for a successful modern launch.

The IRA



- Like the launch of Medicare Part D, the IRA marks a defining event in healthcare history. It will not only disrupt the pharmaceutical industry with the policy's impact at face value, but further with second- and third-order consequences that will create ripple effects for both on-market and pipeline products alike. One such consequence will be greater payer controls in an already tightly payer-controlled market, which in conjunction with skinnier formularies, will drive even higher rebates and greater margin compression.
- With billions of dollars in revenue impacted and the potential to affect hundreds of economic years lost, the IRA's impact rapidly compounds. Understanding the impact on investment decisions, net present value calculations, clinical research, indication sequencing, SG&A strategy, mergers and acquisitions, gross-to-net, and generic and biosimilar competition are just a few of the considerations.

Lifecycle management



- The economic lifespan of a product is shrinking. Moreover, products are being pressured throughout all stages of the lifecycle, causing net sales to be pushed down due to margin pressures, price capitation, new policies, Medicare Part D restructuring, and more.
- Preserving and pulling value forward as early as possible in a product's lifecycle will be key in maximizing a product's on-market potential. Understanding strategies such as evidence optimization, indication succession and investment planning, and patient go-to-market approaches will be necessary to realize optimal product value considering today's attenuated lifespan of a product.

Access and affordability



- As payer coverage declines across the industry, manufacturers have begun stepping in as a primary payer in the commercial segment in order to capture greater demand and volume by helping patients overcome access barriers; however, what is the true cost of these actions? More brands are now operating in "the red" when looking across all segments holistically, inclusive of Medicare and Medicaid, as the cost of patient programs, rebates, and discounts continue to rise.
- With payer controls not showing signs of slowing down, the sustainability of such heavy investment in patient programs needs to be assessed. What is the "sweet spot" of patient program investment when evaluated comprehensively in light of today's growing discounts, rebates, pricing pressures, and overall margin compression? Are you investing too much or too little?

Margin compression



- Margin pressures continue to compound and impact stakeholders across the pharmaceutical industry. The U.S. spending forecast over the next five years reflects an increasing gap between invoice-level spend and manufacture net revenues. With changing public policy, restrictive formulary designs, and growing revenue leakage, the industry has been pushed into the new margin era, where profit margins are shrinking, product lifecycles are attenuated, and the cost of access is skyrocketing.
- To succeed in this new margin era, manufacturers need to understand how market behavior is driven by the interaction of multiple factors, including payer rebates, government policy, vertical and horizontal integration, and events in the wider market. Investing in the right kinds of reference data, advanced analytics, financial operations, and innovation will enable sharper evaluation, planning, and shaping amidst the evolving business landscape.

Why IQVIA for Market Access?

IQVIA's Market Access Center of Excellence (COE) is positioned to help customers achieve maximum access and profitability.

Whether it is understanding and planning for the changes due to the IRA, tackling your margin pressures to maximize gross to net for your brands, developing launch strategies, or evaluating the lifecycle of your brand, the IQVIA Market Access COE is here to help.

Helping take your business further, faster.

In a time when better access has never mattered more, IQVIA has built the largest and most experienced market access team in the industry. That team of experts drives IQVIA's Market Access offerings COE, powered by intelligent connections between data, analytics, technology, operations, and strategy to help clients navigate today's challenging access environment.



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](#).