

## ACCOUNT ACCESS

# Organized Customer Advantage

**Organized Customer Advantage** provides insights on market events that expand organized customer influence and control over product access.

- Which industry trends will allow highly sophisticated organized customers to exert greater influence over brands with coverage under the pharmacy or medical benefit?
- For which strategic actions or capabilities should companies employ significant preparations or responses?
- How should companies adjust market-level strategies and tactics to improve access for brands?

Use **Organized Customer Advantage** to:

- Identify key market events that drive the evolution of organized customer influence over delivery of care, including pharmaceutical care
- Define the primary initiatives that organized customers utilize to monitor, analyze, and/or reduce total cost of care for targeted diseases or conditions
- Understand organized customers' growing geographic footprint and enforcement of standards of care to better influence prescribing, distribution, and administration of drugs
- Identify the tools, strategic partnerships, and collaborations that organized customers rely on to advance population health initiatives
- Identify and prioritize operational areas to determine account team expertise requirements to engage and build effective relationships with key decision makers

<b>Market Events and Risks</b> February	<ul style="list-style-type: none"> <li>• Market events driving the evolution of organized customers and their influence over delivery of care</li> <li>• Top strategies to support total cost of care for multiple disease populations</li> <li>• Actions customers take to increase influence on point-of-care decisions</li> </ul>
<b>Economics of Care Delivery</b> April	<ul style="list-style-type: none"> <li>• Top initiatives used to assist in monitoring, analyzing, and reducing the total cost of care for targeted diseases or conditions,</li> <li>• Transition of patient populations to lowest-cost sites of care</li> <li>• Financial goals and patient satisfaction improvements in an environment with evolving levels of risk</li> </ul>
<b>Standards of Care and Product Access</b> June	<ul style="list-style-type: none"> <li>• Expansion of organizational structures to influence prescribing, distribution, and administration of drugs</li> <li>• Adherence to treatment standards, and how these tactics vary by therapeutic market</li> <li>• Current and future therapeutic or clinical priorities among organized customers</li> </ul>
<b>Population Health Programs and Collaborations</b> August	<ul style="list-style-type: none"> <li>• Priorities, strategies, tools, and capabilities to improve population health</li> <li>• Clinical areas where population health opportunities include improvements in pharmaceutical care</li> </ul>
<b>Account Relationship Best Practices</b> October	<ul style="list-style-type: none"> <li>• Unique account management approach that results in superior relationships with highly sophisticated organized customers</li> <li>• Identify the most valuable relationship-building opportunities beyond price negotiations</li> </ul>

This product may also include relevant market alerts, real-time assessments of recent changes, or market events. EVERSANA reserves the right to change the timing and/or topics of its syndicated research publications.

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