

KnowledgeEdge™

# Brand Access Marketplace Dynamics

## Respiratory Market

**Brand Access Marketplace Dynamics** assesses the current and future access environment for your therapeutic market.

**Brand Access Marketplace Dynamics** answers your questions so you can identify opportunities and risks for your brand.

- How do market access stakeholders influence access in your therapeutic market?
- How will market access stakeholder management and contracting for the brands in this therapeutic market evolve over the next two years?
- How are market access stakeholders responding to key market events in this therapeutic market?

### Keep Your Finger on the Pulse of Your Market's Access Dynamics



### You can use Brand Access Marketplace Dynamics to:

- Keep** your finger on the pulse of market evolution
- Understand** the shift in influence on access between payers and organized providers
- Understand** current and future payer management of this therapeutic market
- Identify** opportunities and risks for your brand's access










# Respiratory Market

## 2019 RELEASES

JANUARY	FEBRUARY	MARCH	APRIL
<b>Overview and Access Influencers</b> <ul style="list-style-type: none"> <li>Cross category analysis and brief introduction to cross-stakeholder management priorities and tactics</li> </ul>	<b>Payer Brand Access and Insights</b> <ul style="list-style-type: none"> <li>Current payer use of general and brand-specific management tactics, including preferred brand selection and utilization management</li> </ul>	<b>Organized Provider Management and Insights</b> <ul style="list-style-type: none"> <li>Current integrated health system and medical group use of general and brand-specific management tactics</li> </ul>	
MAY	JUNE	JULY	AUGUST
<b>Contracting Trends and Insights</b> <ul style="list-style-type: none"> <li>Evolving payer contracting activities, preferences, and influence on brand access</li> </ul>	<b>Outlook on Brand Access and Insights in 2022</b> <ul style="list-style-type: none"> <li>Future overall payer management of XX products by 2022</li> <li>Brand access predictions in 2022 based on future scenarios across stakeholders</li> </ul>		<b>Distribution Models and the use of SPs/PBMs</b> <ul style="list-style-type: none"> <li>Evolving distribution models and influence of SPs and PBMs on product access</li> </ul>
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>Evolution of Alternative Payment Models and Risk Sharing</b> <ul style="list-style-type: none"> <li>Prevalence and impact of alternative payment models, financial incentives, and performance metrics</li> </ul>			

**Market Alert**– This service also includes market alerts, a real-time assessment of the impact of recent significant market events; released periodically as they occur.

### Clients receive:

-  On-call access to our subject matter experts for your inquiries
-  Client-exclusive webinar
-  On-site and virtual presentations with research leaders
-  Opportunity for input into research topics covered within the service
-  Access to our client portal, customized for your organization
-  Unlocked PowerPoint slides
-  Access to source data

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## Insights

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