

## MARKET ACCESS

# Medical Group Trends

**Medical Group Trends** provides insights into medical group activities that impact pharmaceutical product access, utilization management strategies, and engagement opportunities.

- Which key market events influence delivery of care, including pharmaceutical care?
- How to identify awareness and impact on prescribing of cost-related factors?
- Which utilization management tactics will create a barrier to preferred brand access?
- What opportunities influence medical group treatment decisions, protocols, and ultimately prescribing?

Use **Medical Group Trends** to:

- Identify the impact of key market events on the delivery of care and prescribing
- Identify opportunities to influence treatment decisions by practice type (integrated delivery network [IDN]-owned, community, academic)

Landscape and Market Activities Among Medical Groups TBD	<ul style="list-style-type: none"> <li>• Market events driving the evolution of medical groups and their influence over delivery of care</li> <li>• Strategies used to manage group-related cost goals</li> <li>• Actions biopharma can take to increase influence on point-of-care prescribing</li> </ul>
Landscape and Market Activities Among Medical Groups: Update TBD	<ul style="list-style-type: none"> <li>• Market events driving the evolution of medical groups and their influence over delivery of care</li> <li>• Strategies used to manage group-related cost goals</li> <li>• Actions biopharma can take to increase influence on point-of-care prescribing</li> <li>• Deeper concentration on therapeutic area</li> </ul>

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