

MARKET ACCESS

Organized Customer Account Trends

Organized Customer Account Trends provides insights into health system activities that impact pharmaceutical product access, utilization management strategies, and engagement opportunities.

- What are the environmental issues that will allow the most sophisticated organized customers to exert more influence over brands covered by the pharmacy and medical benefits?
- Which strategic actions or capabilities should companies prepare for or respond to in a meaningful way?
- How should companies adjust market-level strategies and tactics to improve access for their brands?

Use **Organized Customer Account Trends** to:

- Understand the emerging business practices of organized customers
- Provide strategic guidance to internal stakeholders on opportunities and risks

Landscape and Market Activities Among Organized Customers April	<ul style="list-style-type: none"> • Assess key market events that influence delivery of care, including pharmaceutical care • Identify the top strategies organized customers use to better manage total cost of care for multiple disease populations • Identify opportunities to expand the organized customer footprint across critical areas of healthcare delivery
Landscape and Market Activities Among Organized Customers: Update September	<ul style="list-style-type: none"> • Provide a midyear update on the most significant trends impacting organized customers
Market Alerts As needed	<ul style="list-style-type: none"> • Assess significant market events related to organized customers (e.g., merger/acquisition activity, new programs)

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.