



# According to our inaugural Market Access Agency Insights Survey

**80% of respondents said** their market access agency is either **strategic or tactical but not both.**

Manufacturers need industry partners that leverage broad market access expertise, integrate payor and health system planning, and provide thought leadership.

At The Kinetix Group (TKG), we continue to evolve our services to offer true strategic decision support combined with our award-winning tactical and creative execution. So, we can help you enhance your market access strategy.

To learn more or set up an introductory call:

✉ contact [inquiries@thekinetixgroup.com](mailto:inquiries@thekinetixgroup.com)

🖥 visit <https://thekinetixgroup.com/contact/>

- Deep payor expertise
- Commercial/medical thought leader engagement
- Pricing and contracting fluency

- Closed ecosystem lens
- Best practice audit, HCP-focused creative execution
- Analytics support



- Proven HCP/consumer approaches
- Digital growth tactics
- Health system and payor integration
- Clear account management/stakeholder understanding
- HEOR and economic value translation
- Enhanced storytelling