

Monthly Market Access Mondays

The Kinetix Group's most recent Payor Strategy Insights Panel revealed the need for greater success in pull-through (PT) planning and execution.

An effective PT approach takes a village and should be a strategic demand driver.

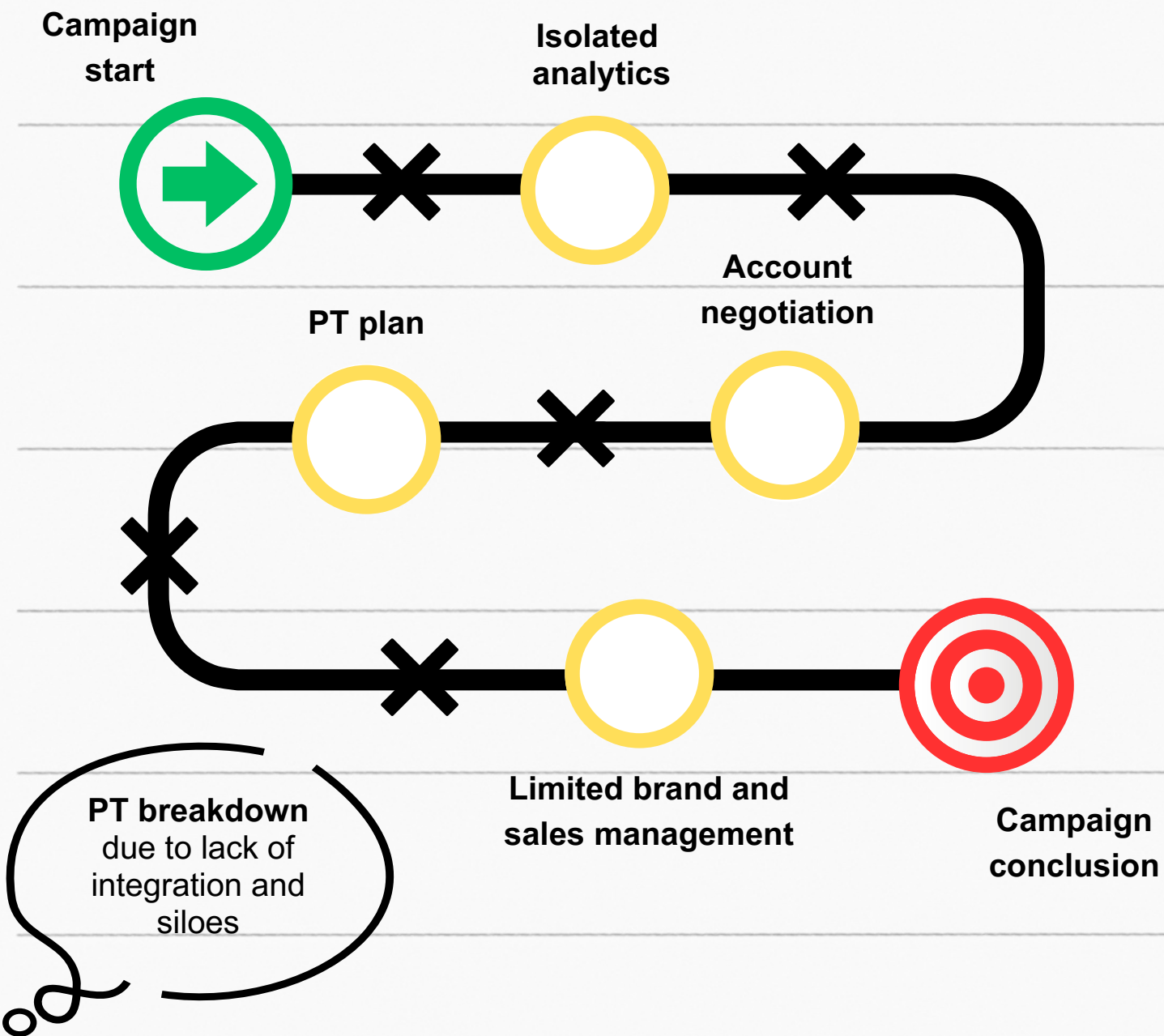
Manufacturers encounter:

- **Misaligned internal and external stakeholder objectives** driving PT strategy and execution
- **Confused HCPs** in need of integrated education
- **Disconnected analytics** from contract development through performance assessment
- **Various views on real versus perceived access** that ignore barriers and opportunities

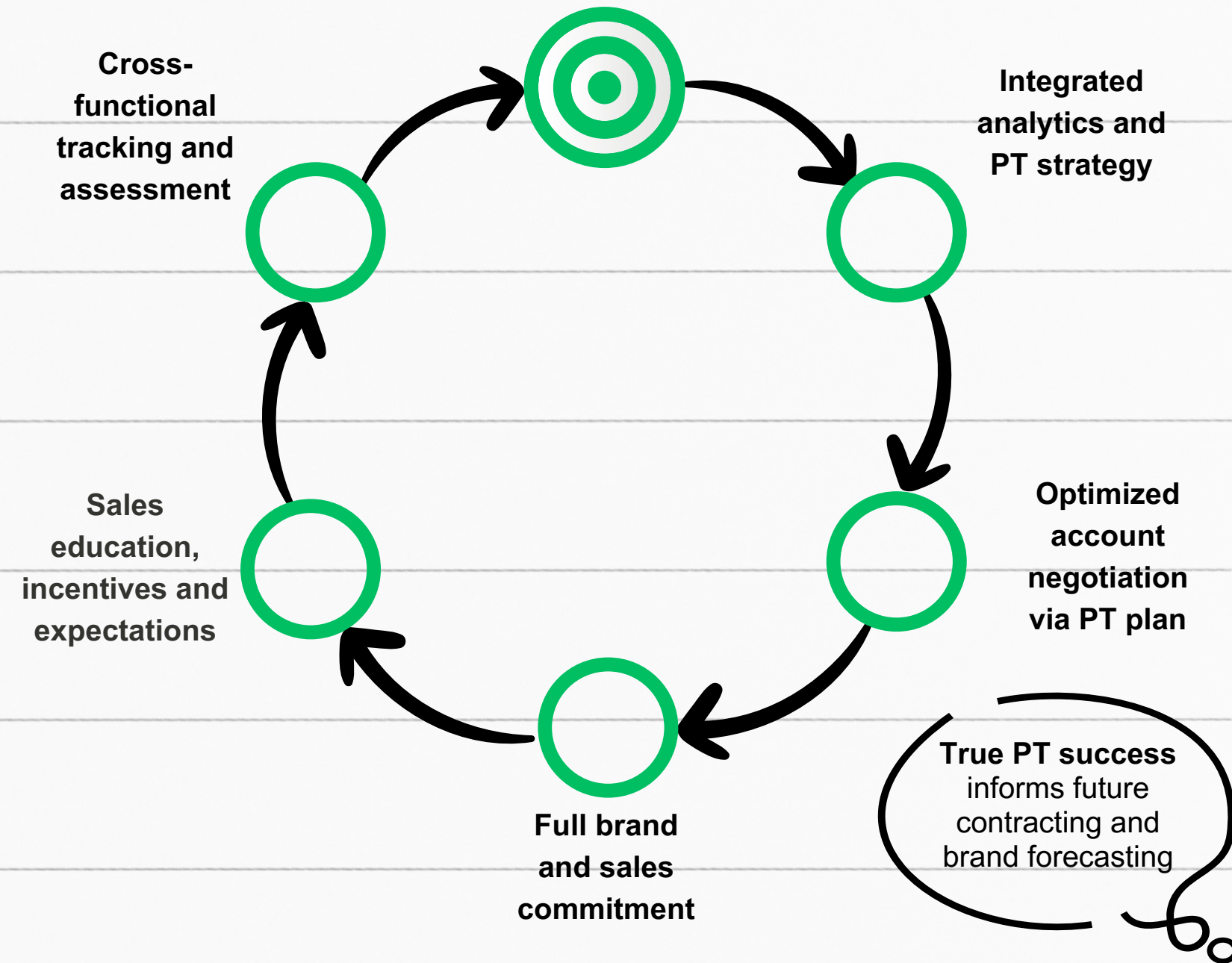
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Pull-Through (PT)

TRADITIONAL 1990S SILOED APPROACH



INTEGRATED 21ST CENTURY ECOSYSTEM APPROACH



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TKG is uniquely positioned to help! We provide **end-to-end solutions** that include:

