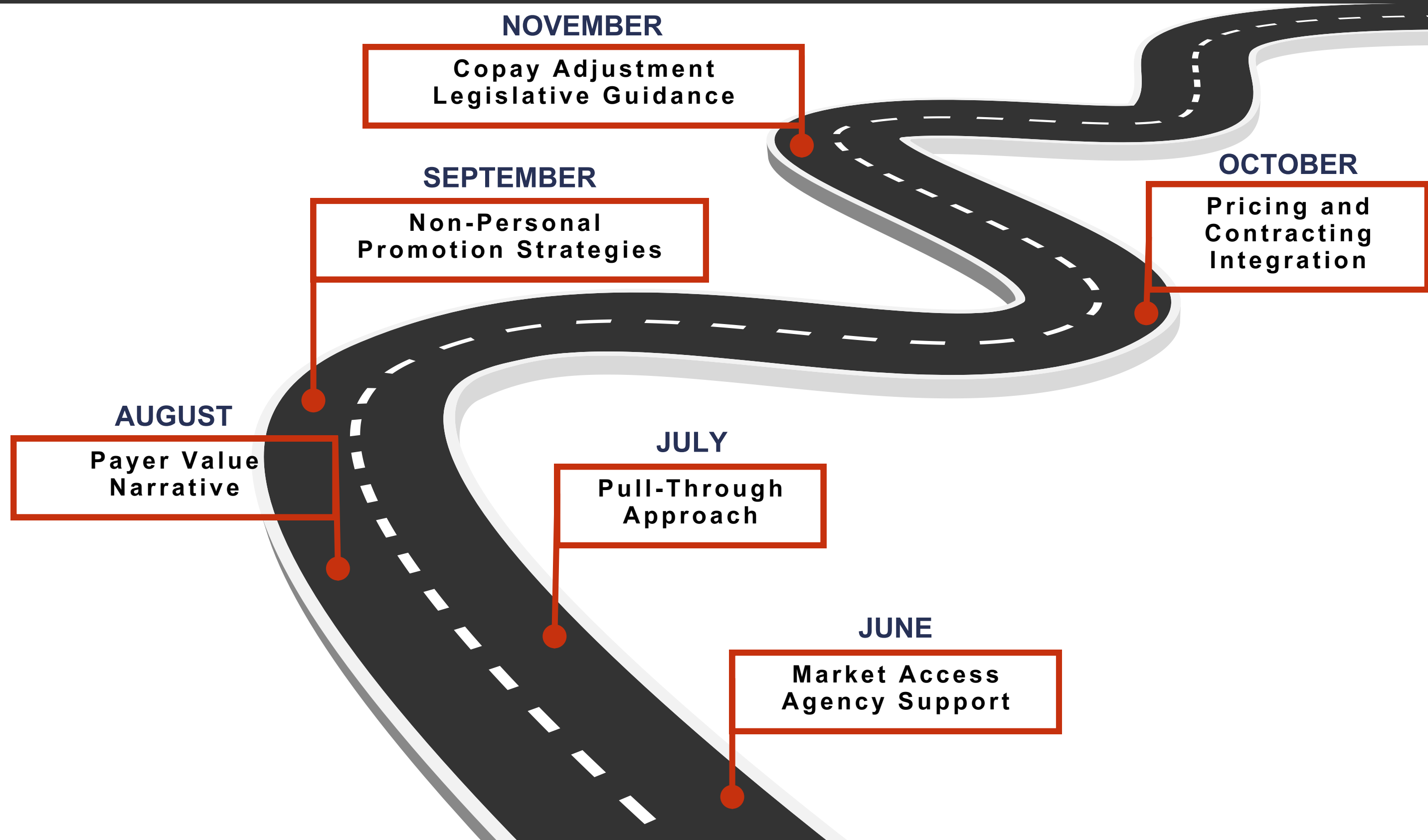


2023 Monthly Market Access Mondays Round-Up



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1 JUNE

Market Access Agency Support

TKG's **Market Access Agency Insights Survey** shows that 80% of respondents find their market access agency strategic or tactical but not both.

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

TKG offers true strategic decision support combined with our award-winning tactical and creative execution.

2 JULY

Pull-Through Approach

TKG's **Payer Strategy Insights Panel** reveals the need for greater success in pull-through planning and execution.

Manufacturers encounter:

- Misaligned internal and external stakeholder objectives
- Confused HCPs
- Disconnected analytics
- Various views on real versus perceived access

TKG presents end-to-end solutions to develop effective pull-through strategy.

3 AUGUST

Payer Value Narrative

TKG's **Payer Value Model** helps customers tell a focused story, grounded in brand strategy.

The model includes:

- Disease(s) unmet medical need
- Economic value and offsets
- Product clinical and economic features/benefits
- Expected HCP response and uptake
- Product pricing

TKG creates compelling value narratives that engage payer audiences.

4 SEPTEMBER

Non-Personal Promotion Strategies

TKG's **Non-Personal Promotion Marketing Strategies** answer the needs of payer decision-makers.

Many payer stakeholders have an impact on formulary decision-making. Yet, life science account management teams experience limited bandwidth and access to these key customers.

TKG communicates value beyond contracting with non-personal promotion.

5 OCTOBER

Pricing and Contracting Integration

TKG's **Pricing and Contracting Approach** paves the way for commercial success.

A good approach requires:

- Breaking down siloes
- Understanding pricing and contract models
- Considering environmental factors
- Incorporating value arguments

TKG provides tools to navigate an increasingly complex healthcare delivery system.

6 NOVEMBER

Copay Adjustment Legislative Guidance

TKG's **Legislative Insights** track the impact of rulings like the recent copay adjustment legislation.

Copay adjustment programs such as accumulators, maximizers, and alternative funding programs can negatively affect a patient's out-of-pocket costs and restrict access to much-needed medication.

TKG informs clients of the latest guidance and the implications for their businesses.