EXCELLENCE IN MARKET ACCESS

Embedding Market Access Across the Organisation
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Market access has become a buzz word as access to markets is as significant a hurdle to product usage as registration itself. However, Market access remains one of the pharma industry’s greatest challenges. Universally acknowledged as a critical part of brand planning and commercial success, it is still often ill-defined and the stakeholders involved remain the most poorly understood. Market access requires a multi-faceted approach meaning that internal teams have to develop new techniques and skills to understand the needs and drivers of the different access stakeholders in the country markets. Defining the terminology, agreeing on the approach and cross-functional working within a pharmaceutical company are crucial for world class market access strategies.

The pharmaceutical industry is facing a paradigm shift in cost, quality, complexity, and scale—creating opportunities to develop new and different technologies and operating models. Achieving the next phase of the industry potential will require a further revolution, not only in the laboratory but also in strategy, technology, and operations. This is putting further pressure and an increasing need to establish market access functions, especially in emerging markets, where the complex, dynamic healthcare landscape confounds product approval and uptake, where generics are causing pressure on margins, the healthcare authorities are reducing budgets and true innovation is still lagging behind. Within pharma, the commercial or marketing departments are the ones most likely to liaise with customers and should be identifying new customers and anticipating future trends, the structure of most pharma organizations tends to be functional. Experts work within their designated departments, which results in limited sharing of knowledge across the organization. It is essential that objectives and outcomes are explicit and openly communicated by the most appropriate department, individual or team. Solutions, feedback and recommendations should also form part of this communication.
Approaches to market access and pricing therefore need to change with a variety of value-based contracting models emerging. These models require a more collaborative relationship between pharma, payers, providers, physicians and patients, in which all members work together. In particular, Pharma companies should:

- Improve understanding of the scientific and economic considerations of both regulators and payers
- Utilise early access schemes to gather evidence on a product’s safety and efficacy, and partner on services and technologies in order to develop solutions that clearly demonstrate value ‘beyond the pill’
- Develop regulatory and technical standards and skills to ensure data privacy and interoperability, including registries that allow tracking of outcomes and multi-indication pricing.
Despite widespread endorsement of the principles of market access in the modern market, the key challenge is linking all these processes together to enable the different customer interfacing departments to learn more about, and be aligned on patient access practice in the pharma industry. To address the challenges posed by regulatory agencies and diverse stakeholders, a customized market access strategy is the need of the hour. A market access framework with specific tools and tactics will help companies to plan, implement, and monitor stakeholder engagement activities.

Providing patients with access is the one common goal all stakeholders can agree on. While each healthcare system differs in how its patients, providers, professionals, payers, and policy-makers go about improving public health, a patient access mind-set helps to develop a compelling value proposition aimed at addressing the needs of the various stakeholder groups, tailored to the needs of the local market yet based on a well-understood positioning to thoroughly understand how payers will make their judgements.

TTM proposes its solution that will help Build **VALUE BASED Market Access Competencies** To ensure continued market access success by specifically providing the commercial team with a thorough understanding of market access concepts and tools and the key stakeholders involved, and show how market access should be integrated in their commercial and brand plans by understanding the following:

- **Develop Value Based Access solutions** that meet customers’ needs and deliver tangible & measurable outcomes for all stakeholders (Patients, Payers & Prescribers).
- **Build the skills and expertise needed for the future:** adopt new ways of working and recruit people with both deep technical skills combined with problem solving, advocacy and communication expertise
- **Creation, orchestration, and maintenance** – in collaboration with the Marketing, Medical & regulatory team, positive and productive relationships with relevant stakeholders.
- **Develop trust in people and Support** the shaping of the external environment in relation to each country’s Health & safety policy through **engagement with senior stakeholders, in collaboration with the key internal stakeholders.**
- **Ensure alignment** of local value & access strategies with global strategies
- **Take decisions in a timely and appropriate manner** whilst at the same time ensuring others follow similar principles.
- **Manage with Agility** increased payer expectations in the quantification of value and outcomes, and provide more evidence of value extending beyond the initial reimbursement
The pharmaceutical industry faces a well-documented perfect storm, on the one hand, the patient cliff, the lack of new blockbusters and on the other economic pressure on pricing from markets with growing expectations and shrinking budgets! In the face of such pressure traditional health economics models no longer seem appropriate, This 3 day programme will focus on different aspects of how Sales, Marketing and the Market access team can develop their knowledge and process on the way they develop a market access plan from the early phases up to post-launch, including all tactical components.

This programme will focus on techniques and approaches that have been proven to work best for all customer interfacing teams, with the following takeaways:

• Grasp the full meaning of Market Access, its importance for optimising product launches and its implications for the whole organisation.

• Learn to use the concepts and techniques that have proven to be successful in influencing the market access decision-makers.

• Gain insight into the different types of stakeholders (payers, patients, providers, regulatory)- and power mapping the various stakeholders.

• Understand how price affects Market Access throughout a healthcare system and how to set prices for optimal access and returns.

• Create value through the appropriate influence of the cost of ownership.

• Different strategies to handle different types of stakeholders with high political intelligence.
Simon Lawson is a senior management and sales consultant with ample focus on managing key accounts, corporate accounts and sales management. He works with organizations and individuals to increase their efficiency and productivity. He is particularly experienced at working with and facilitating groups of adult learners from all levels in an organization.

He has an excellent reputation for leading high-impact and highly participative training programmes in the areas of sales, strategic account management, negotiation and general management.

After graduating with an honours degree in Psychology, Simon worked as a sales representative and sales manager for a company in the leisure industry. Following a Masters degree in marketing, Simon worked as a strategic account manager in the finance and communications industries. In 1989 he was offered the post of managing consultant in a London-based training and marketing consultancy, becoming an independent consultant and trainer in 1996.

Simon has worked with clients in manufacturing, FMCG and service sectors. Among his clients are Allied Irish Bank, Coca-Cola, Nokia Networks, Novo Nordisk, Toyota and Unilever. He has worked in many different parts of the world – throughout Europe, the Middle East, the Far East, North and South America and Australia. He particularly enjoys the challenge of working in a multi-cultural environment.
Jean-Luc Kastner, PhD, is a focused Consultant in Strategic Management, Marketing & Sales and he has developed and structured a network of International Consultants specialized in business management and reengineering.

- Jean-Luc is currently a TTM Managing partner based in France. He has developed a comprehensive Strategy and Marketing Management Model based on more than 25 years of telecom research with the Herrmann Institute. He has deployed lots of Strategy projects based on the Hoshin-Kanri methodology and process successfully for many companies across the globe, including SPIMACO, ABBOTT, VODAFONE to name a few.

He has been instrumental in large skill development programs with companies such as: Reuters and Philip Morris Kazakhstan amongst other organizations. Tyco Healthcare, Data Logic, Bayer and Vodafone Greece have all redesigned their sales approach with Jean-Luc's advice and support.

Jean-Luc is a typical “non-academic”; his experience was gained “on the job” in several management roles in blue chip organisations such as HP, Boston Scientific and Fresenius where he managed the International Commercial Operations and had to lead a crucial change management program: the shift from transactional product focused onto a strategic consultative, Value based approach!

Jean-Luc is currently involved in One to One management coaching projects at C-level and VP level in the B2B Industry, and works in English, German and French. In the last three years he has been focusing on the EMEA market and has a good understanding of the Middle East & Gulf cultures.

His Academic titles (Engineering PhD – ENIM) enables him to teach within a number of Governmental programs in France and abroad. Jean-Luc is and accredited FFCP Professional Coach and Herrmann International.
Magdi A. Ismail, B.Sc., PH, MBA, MHBDI, MCIM, MCOI. Principal - AfME, Turkey & New Markets
Magdi is Egyptian by birth and currently manages TTM associates AfME, Turkey & New Markets and commutes between Dubai, Istanbul and London. Magdi resided in Egypt & Saudi Arabia and works across many countries including, UK, Belgium, France, Turkey, Greece, Kuwait, Bahrain, Oman, Lebanon, Jordan, Syria, Saudi Arabia and Egypt. He studied pharmaceuticals sciences and commenced his entrepreneurship adventures in the early 90’s, while he was still studying in the Faculty of Pharmacy. Magdi started his practical life early when still a student he opened his retail pharmacy in order to secure a good future for himself. Magdi’s career thereafter focused on the fields of strategy, marketing, sales and customer management in the pharmaceutical industry. For the past 22 years he followed his career development in various international companies, including Rhone Poulenc (Sanofi-Aventis), and Organon NV in the Middle East. During this period, he got the experience of launching and marketing many products in the Middle East. Also Magdi combines pragmatic knowledge and experience of managing and doing business in the Middle East, while at the same time he has the awareness and understanding of the international business culture. He currently consults global organisations in the Eastern Mediterranean countries on Time to Market, Strategy Formulation and Implementation, Customer Management and Portfolio Management. Magdi is a subject-matter expert and a consultant for TMC. He has managed several projects on strategic execution by applying a unique methodology of Hoshin Kanri and he has worked with various clients such as:
• Dubai Police,
• Saudi Food and Drug Authority,
• Ministry of Economy & Planning in Saudi Arabia,
• Saudi Telecom and SABIC just to name a few.
He holds degrees in Pharmaceutical Sciences and an MBA from Henley Management School, UK. Magdi is also a member of the Chartered Institute of Marketing, a certified practitioner for the Herrmann Brain Dominant Institute, France, and a certified practitioner for the Cultural Orientation Indicator USA; Certified Coach on the Positive Political Influence from the Academy Political Intelligence; UK & a certified coach on Barret Values Based Leadership, USA.
Based on understanding the stated situation, and the fact that TTM has a deep understanding of the needs of the banking sector in general, TTM designed a solution that will truly help in developing the audience on the desired topics, enabling the team to demonstrate the required behaviours in their day to day activities. TTM will follow a **3 STAGE-PROCESS** which aims at enriching the participant experience, and deepen post programmes learning intakes:

### ENGAGEMENT BEFORE THE WORKSHOP: Participants get engaged before the workshops

- In this stage we use questionnaires, assessment tools, building case studies and best practices in the region etc.
- Participants will be asked to fill in a **Pre-workshop Questionnaire** to identify their needs and priorities

### ENGAGEMENT DURING THE WORKSHOP:

- TTM is well-known for its **PowerPoint Slide Free Delivery Style**!
- All our programmes are Behavioural Based
- We use a variety of learning tools like simulations, role plays, case studies and others

### ENGAGEMENT AFTER THE WORKSHOP: to create and live the momentum, TTM is proposing a portfolio of unique tools can be used to achieve & live the expected goals at the workplace such as:

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<th>Webinars (optional)</th>
<th>Reading Material… and more!</th>
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More details about the mentioned engagement activities are shared on the following pages
As mentioned in the previous page, TTM adopts a 3 stage-process to engage the attendees. Pre, during and post engine. In this page, we elaborate on the different engagement activities as following:

**The Pre-workshop Questionnaire**

With the aim to design each workshop in a way that best matches the participants needs, TTM invites them to fill in a preworkshop questionnaire, which is created to probe the areas of improvement when it comes to designing, developing the designated workshop. Upon completion, the questionnaires get analyzed and the information is used in building the different workshop modules. This activity is intended to ensure that each participant finds the workshop meeting their specific needs, and covers the areas they are mostly interested to learn about.

**Power-point Slide Free Delivery Style**

TTM is well-known for its Power-Point Slide Free Delivery Style! Our programmes are Behavioral Based and create a differentiated customer interaction experience! By using engaging activities and simulations – as described below – participants feel energized and excited during the workshop. Instead of using PowerPoint slides to convey the message, which can be a bit ridged and dull, TTM facilitators rely on creating flipcharts on the most important concepts/ tools being explain, and copies of these flipcharts are shared with the attendees after each workshop.

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### Variety Of Learning Tools

The TTM associates Whole Brain Transformation methodology relies on the Action Learning methodology and experiential tools that equip participants with skills and help them to transform their behaviours in day to day actions. Such tools include simulations, where we have have wide varieties of simulations that we can select from, depending on the assignment, the group and the objectives. People will be demonstrating the actual behaviours during these simulations that are similar to their own behaviours in real life.

It also can include several e-assessment tools such as Herrmann Whole Brain Instrument, Executive Political Intelligence Profiling, Firo-B and more!

### Reading Materials

TTM provides the participants with extra reading material about each topic right after the end of the workshop.

The reading material includes all tools and concepts covered in the workshop, with extra references, which participants can refer to in the future.

### Webinars

TTM can also host webinars through Virtual Learning Platform where attendees meet the consultant and refresh the learning. It can be done at the ends of each workshop or the end of the entire journey.
TTM METHODOLOGY – ADULTS LEARNING WHOLE BRAIN FACILITATION

OUR LEARNING WORKSHOP APPROACH:
TTM associates workshops are always designed based on the Whole-Brain-Approach and the Learning styles. The TTM associates Whole Brain Transformation methodology relies on the Action Learning Methodology and experiential tools that equip participants with skills and help them to transform their behaviours in day to day actions.
WORKSHOP METHODOLOGY:
The TTM associates Whole Brain Transformation methodology relies on the Action Learning methodology and experiential tools that equip participants with skills and help them to transform their behaviours in day to day actions. Tools we use include:

SIMULATION:
We have wide varieties of simulations that we can select from, depending on the assignment, the group and the objectives. People will be demonstrating the actual behaviours during these simulations that are similar to their own behaviours in real life.

E-ASSESSMENT TOOLS:
TTM associates provide wide variety of assessment tools, like the Herrmann Brain Dominance Instrument, The Executive Political Intelligence Profiling, and the Firo-B.

VISUAL AIDS:
TTM associates provide wide variety of videos, like the Remembering the Titans, Max and Max,... Etc
Cyclic Left and Right Brain dominance require trainee synchronization at the start of the training cycle.

The use of Journaling at the end of each day, combined with project work at day 10 and day 40 will ensure an optimal 80% retention factor.
European based with representation partners in UK, France, Belgium, Turkey, South-Africa and Middle East (Cairo, Dubai, Greece)

95 Consultants from around the world

100,000+ participants the last 10 years

Delivered in 50+ countries

Accredited by:

- International Institute of Leadership & Management
- Herrmann

Our Solutions are focused on:

- Strategy Consulting
- Leadership Consulting
- Commercial Consulting
- Talent Consulting

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TTM associates works with prestigious, global organisations from a diverse range of sectors.