

## CASE STUDY

# Bringing your field access team vision to life



## Overview

**Client:** pharma manufacturer with an infusion drug that has been on the market for 3 years with challenges in patient pull-through

**Situational Context:** a shift in organizational strategy, the client was looking to reimagine their field access team to measurably educate the market on new treatment pathway options and services available

**Topics:** access strategy, field reimbursement, financial modeling

## Client Testimonial



*We've tried to accomplish this for two years and you guys really got us to a much better place*



## Client Challenges

- Missing internal alignment on broader access strategy
- Key performance metrics were too transactional and not focused on measurable patient pull-through
- Upskilling of outsourced field access team
- Uncertainty on future size & scope of field access team



## Project Objectives

**Goal:** Create a field access team strategy and tactics that are aligned to the new organizational strategy and can be measured effectively going forward



## Project Approach



Identification of New System, Data and Documentation Needs



New Key Performance Indicators & Workforce Modeling



Ways of Working Training Across Broader Organization



## Outcomes

**>\$3MM**

In predicted annual cost savings

**20%**

Expected improvement in patient pull-through

## Ways of Working Alignment

For executive and territory-level stakeholders

## Supercharged Team

New insourced team with upgraded tools and resources