

IQVIA Field Market Access Services

Effective health system engagement when and where you need it

Problem

In a challenging NHS environment with limited resources, delays in patient access to treatment frequently arise.

- Implementing change to enable patient access to treatment often requires problem solving local pathway issues, understanding financial levers, identifying NHS system influencers and gatekeepers, and credibly articulating value
- Throughout a product lifecycle the scale of resource needed to implement change can vary

Solution

IQVIA Field Market Access teams offer flexible, expert Market Access support, backed by IQVIA's insights, to quickly drive changes in the health system. This allows you to deploy your FMA resources effectively where they are needed most.

IQVIA Field Market Access teams are:

- Skilled in problem solving, with influence and impact
- Characterised by their extensive stakeholder networks and local insights
- Proficient in implementing change to enable access to treatments
- Supported and optimised by IQVIA's Market Access team and healthcare insight panel
- Directed by agreed KPIs for rapid impact and outcomes
- Working collaboratively, compliantly, and effectively with your Medical and Commercial teams



Field Market Access (FMA) enablement activity is a critical resource for managing access to treatment and overcoming system inertia.



IQVIA Field MA Service: Local health system experts supported by IQVIA Connected Intelligence™ insights driving outcomes when and where you need it.

Engagement with health system decision makers that drive access to treatment ensuring patients are managed optimally and appropriately.

Benefit

IQVIA Field Market Access: Working with health system decision makers to support equity in patient access to treatment.

Whether preparing for launch, overcoming system inertia or managing LOE (Loss of Exclusivity), IQVIA Field Market Access support gives you flexibility to confidently:

- Build partnerships
- Gain local insight
- Drive patient access to treatment across the health system



IQVIA Field Market Access Service:
Supporting equity in patient access to treatment



TOM: IQVIA FIELD MARKET ACCESS LEAD

- Experienced **Local Market Access Specialist**
- **Networked to Navigate Health System complex issues**
- Has expertise in national and local health policy
- Clearly articulates **clinical and economic value**
- Is adept with **face-to-face engagement** and **digital channels**
- Excels at connecting, problem solving with influence and impact, to implement change and enable access to treatments
- Is supported by the IQVIA Market Access team and **Connected Intelligence: the largest database of health system stakeholders, publications, and guidelines**