

REDEFINING FIELD DEPLOYMENT -

Bridging “Share of Voice” with “Share of Influence” for Lasting Impact

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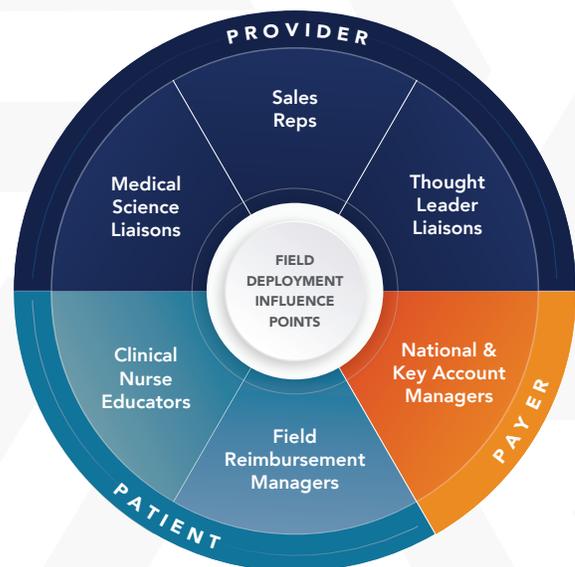
Sales representatives and television commercials continue to be the most effective marketing and sales strategies in the industry. Each channel can successfully tell a compelling narrative: commercials assure patients their brand is the right therapy for their medical needs, and reps persuade providers to change their prescribing habits. These two promotional channels prove highly effective, remaining the primary focus of manufacturers’ budget and resource allocation. So why are they struggling to grow their prescriber base and patient population? Because the patient and provider journey doesn’t revolve solely around brand awareness. The emphasis on expanding a brand’s “share of voice” through a reach and frequency strategy minimizes prioritization of the core needs of patients and providers. And addressing these needs is pivotal for converting awareness into adoption.

The pharmaceutical landscape has transcended the traditional model fixated on sheer promotional volume. This outdated approach neglects the intricate needs of modern healthcare consumers and providers. They demand comprehensive solutions, real-world evidence, and a deeper understanding of a product’s value amidst the overwhelming promotional clutter.

Share of Influence vs. Share of Voice: Be a Catalyst, Not a Commercial

To drive impact, Field Deployment teams need to do more than just break through the noise of the competition. Manufacturers need to deploy a strategy that establishes a “share of influence”

The Traditional Stakeholder Ecosystem



across the entire stakeholder ecosystem to cultivate long-term relationships with providers, payers and patients. When the right team and resources come together in an orchestrated way to best serve each stakeholder, a chain reaction activates and accelerates patient access, affordability and adherence. This model – and new expectations for 2024 – is how manufacturers can best position their brands in a noisy, highly regulated, ever-changing environment and establish long-lasting brand loyalty. They simply cannot afford to overlook the patient and provider journey beyond promotional strategies.



Article Summary

Deploying various dedicated professionals equipped with proper expertise and resources helps manufacturers blend the traditional model's focus on "share of voice" with the imperative linchpin that is "share of influence." Through highlighting the importance of the strategic integration of Clinical Nurse Educators, Medical Science Liaisons, Field Reimbursement Managers, and National Account Managers, the content below uncovers the vital impact these roles have on field deployment strategies, creating greater patient access and cultivating successful product launches. The article also underscores the evolving challenges within the pharmaceutical landscape and how EVERSANA and its dynamic field deployment model address these challenges to maximize positive health outcomes and commercial success.

The Cruciality of Strategically Optimizing Patient Access and Affordability

Access and affordability are consistently the most significant obstacles that impede patients from effectively using their prescribed medication. This is often caused by the muddled and time-consuming processes of determining insurance coverage benefits and securing prior authorizations, which often delay or entirely prevent therapy adoption. Solving these issues can be achieved by integrating Field Reimbursement Managers (FRMs) into the patient services hub and utilizing National Account Managers (NAMs) to remove access hurdles for patients and providers, and initiate therapy adoption sooner and properly sustain patient adherence.

Field Reimbursement Managers (FRMs)

Integrating FRMs into the patient services hub is crucial to removing access hurdles for patients and providers. FRMs help facilitate patient access to therapy by navigating the complex landscape of insurance coverage and reimbursement, and they assist healthcare practices by offering guidance on insurance companies' medical and pharmacy coverage policies. In cases where a treatment request is denied, FRMs collaborate with practices to troubleshoot why the approval was not granted,

advise on potential next steps to appeal the denial and identify alternative avenues to obtain access for the patient. By serving as intermediaries for healthcare stakeholders, FRMs help ensure patients can obtain and afford the medications they need to achieve optimal health outcomes.

EVERSANA's FRMs leverage an additional layer of insights through ACTICS® eAccess, our exclusive electronic benefits verification (eBV) and prior authorization (ePA) platform, to further minimize patient wait times and treatment delays. By utilizing over 1,400 digital connections to payers rather than algorithms, and through the integration of both Pharmacy Benefit Manager (PBM) and Major Medical (MM), highly accurate coverage can be confirmed in minutes rather than days. In addition, FRMs can access automated business logic that evaluates and applies copay offerings to eligible patients and assesses Patient Assistance Program (PAP) eligibility criteria, further empowering them to discern the most effective next best action.

National Account Managers (NAMs)

Modern consumer decisions are heavily influenced by convenience, expediency and functionality, heightening the demand for skilled NAMs who specialize in developing optimized contracting strategies, meeting product expectations and identifying patient populations and treatment indicators for payers. However, NAMs' success relies on functional environments with established relationships that facilitate effective communication and efficient processes.

In a shifting industry with fewer blockbuster therapies and an increasing amount of complex therapies, NAMs become pivotal in getting ahead of market dynamics through conversations with payers to anticipate and navigate challenges. Effective NAMs bring comprehensive information to the table, addressing questions related to competition, market environment, gross-to-net decisions, rebates, positioning strategy and messaging throughout the product life cycle. This approach becomes especially critical as companies introduce more specialized therapies, necessitating a clear understanding of how the brand will be viewed, positioned and made accessible to providers and patients.



Utilizing Specialized Expertise Improves Patient Adherence

Once a therapy is prescribed, patients must understand how to use their medication safely and effectively. As therapies become more specialized and complex, more support is needed to secure proper adherence. These therapies often involve intricate dosing schedules, unique side effects and specialized administration methods. With extra support from informed professionals, like Clinical Nurse Educators (CNEs), patients can appropriately incorporate these medications into their healthcare routine, resulting in higher levels of compliance and overall treatment success.

Clinical Nurse Educators (CNEs)

CNEs are healthcare professionals with advanced nursing degrees and extensive experience in clinical care settings who are deployed to address a specific gap or need for a product where utilization, adherence or proper adoption is limited or challenging. Depending on the therapeutic area and functional role, many CNEs are additionally credentialed or certified to engage in fact-based scientific disease state data and compliant communications to create the best opportunity for a positive patient outcome. They can be a vital resource for manufacturers with a therapy that has complex, comprehensive information.

Patients are increasingly requiring more personalized and holistic care, and manufacturers can help support this need through CNEs who create more awareness and resources for patients, promote disease management best practices and provide additional support for therapies with more complicated dosing and administration methods.

Drive Provider Engagement for High-Science Therapeutic Launches and Beyond

Just as patients need more support to understand and properly administer complex therapies, so do providers. Providers should understand the science behind the medications they are prescribing; therefore, in conjunction with promotional conversations from reps, a medically scientific

discussion is needed as well. Medical Science Liaisons (MSLs) leverage deep scientific knowledge to engage with HCPs in this way and serve as valuable resources to provide comprehensive and up-to-date information to enhance understandings.

Medical Science Liaisons (MSLs)

When integrated into manufacturers' launch strategy, MSLs help secure corporate and product awareness. They bring critical contributions by assisting with overcoming challenges and staying abreast of the latest advances in therapeutic areas, trends, best practices, regulations and outcomes, and they help clearly define therapeutic unmet needs and product differentiation to ensure stakeholder engagement.

By bridging the gap between scientific knowledge and effectively treating patients, MSLs play a vital role in the commercialization of high-science therapies. In clinical trials, they facilitate accrual processes, identify suitable sites, maintain trial awareness among investigators and encourage competitive accrual. They also contribute to general site education by helping clinicians understand a product's place in the competitive treatment landscape.

Creating the blueprint for success of high-science product launches depends on MSLs' ability to establish trust and credibility with HCPs by providing accurate and balanced information, and promptly responding to unsolicited medical requests with the latest information to reinforce the scientific rationale, efficacy and safety of products.

Translating data from clinical trials into relevant information for scientific exchange, enhancing a product's scientific story, supporting strategic medical goals and outlining the patient journey for clinicians are all vital steps that require the expertise of MSLs. They can also gather medical insights that lay the foundation for real-world evidence studies like Health Economics and Outcomes Research (HEOR) and Patient-Reported Outcome (PRO) research, which provide crucial data that demonstrates improved outcomes and inform healthcare decisions, extending a drug's data life cycle.



The Rise of Integrated Delivery Networks Evolved the Stakeholder Ecosystem

As of May 2024, a striking 77.6% of physicians in the United States are employed by hospitals, health systems and corporate entities – a significant surge from less than 50% a mere decade ago. This trend underscores a seismic shift in healthcare delivery, as practitioners increasingly opt to join Integrated Delivery Networks (IDNs).

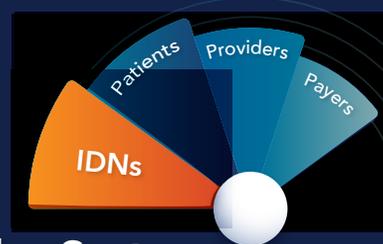
While the primary objectives of the IDN are centered on fostering collaboration, enhancing operational efficiencies and strengthening their purchasing power, their overarching aim is improving patient care and outcomes. Their impact transcends mere organizational and operational dynamics; they now hold a significant influence over the accessibility and utilization of medications among their affiliated physicians and the patients in their care.

As a result, drug manufacturers must implement strategic IDN engagement strategies to ensure their products are integrated into their treatment plans and protocols. It is no longer enough to share the value of the product and its unmet clinical need; manufacturers now need to illustrate how their product is advantageous to the IDN's business priorities.

Amidst this evolving, multilayered stakeholder landscape, manufacturers must prioritize the following:

- Designing a bespoke Field Deployment model for key IDNs in their targeted market
- Identifying each IDN's unique buying process
- Addressing IDN's key needs that are agnostic to a single product or brand
- Understanding how IDNs operate and knowing which stakeholders need to be engaged
- Assisting the stakeholder navigating their IDN to improve care within the system

The New Stakeholder System



The rise of IDNs has reshaped the healthcare landscape. As IDNs focus on collaboration, efficiency and patient care, manufacturers must adapt by strategically engaging with IDNs to ensure their products align with the networks' objectives and contribute to improved patient outcomes.

Strategic Excellence in Field Deployment: EVERSANA Maximizes Positive Health Outcomes and Commercial Success Throughout the Patient Journey

Field deployment solutions are becoming more sophisticated, data-driven and clinically oriented. Faced with unprecedented challenges, manufacturers need a fully resourced partner to drive commercial success with strategic planning, strong key opinion leader relationships and front-line brand representation. Whether launching a new therapy or expanding into new markets, EVERSANA's best-practice approach maximizes products' value at every stage of the life cycle and ensures we get the right share of influence by deploying both people and proven, effective strategies to achieve success for our partners.



EVERSANA's three pillars – people, data and infrastructure – bridge the gap to reduce frustrations and get patients on therapy faster. By partnering with our field deployment experts, manufacturers mobilize a comprehensive, data-driven strategy to:

- Activate commercial and medical teams
- Secure patient access and affordability
- Optimize finances and resources
- Drive therapy adoption

Our extensive expertise in high-science therapeutic areas, such as oncology and rare diseases, drives innovative solutions that meet unique product demands, enabling a supercharged strategy with a compelling brand value story, right-sized team, hyper focused targeting and customized stakeholder engagement.

EVERSANA is uniquely positioned to address current industry challenges and bring benefits to our partners. By developing a strategy backed by data, analytics and modeling, we can effectively navigate the complexities of the pharmaceutical landscape and deliver impactful benefits to our partners



EVERSANA is the leading provider of global commercialization services to the life sciences industry. The company's integrated solutions are rooted in the patient experience and span all stages of the product life cycle to deliver long-term, sustainable value for patients, providers, channel partners and payers. The company serves more than 650 organizations, including innovative start-ups and established pharmaceutical companies, to advance life sciences services for a healthier world. To learn more about EVERSANA, visit EVERSANA.COM or connect through [LinkedIn](#) and [X](#).