Market Access Resources Tailored to Fit Your Needs and Increase Your Market Share

- Reaching New Decision Makers
- Payer Models and Strategies
- Account Management
Real-Life Strategies to Improve Market Access

Speaker Profile:

Rob Dieter

• Vice President of Sales, Boston Scientific
• More than 20 years of leadership experience across Boston Scientific, Johnson & Johnson, and the US Army
• Served in various US and Global roles across Sales, Marketing, Training, and Pricing
• Managed multiple business units, including Cardiac Rhythm Management, Interventional Cardiology, Peripheral Interventions, and Vascular Surgery
• Former Director of Marketing, Corporate Accounts, and Global Healthcare Solutions
Speaker Profile:

Jason Gaines

- Former Vice President, Corporate Development & Innovation, Allina Health
- Focuses on innovation, joint ventures, market partnerships, and strategic growth
- Understands the C-Suite
- Previous life sciences industry experience
Speaker Profile:

Randolph Legg

- Area Vice President, **Boehringer Ingelheim Pharmaceuticals**
- More than **20 years of pharma experience** across multiple roles in sales, sales management, account management, marketing, alliance management, sales training, and commercial operations
- Lead diverse, cross-functional teams and develops strategies focused on **ACOs, medical groups, hospitals, and other customers**
- Former **Vice President, U.S. Commercial Operations**
Speaker Profile:

Britney Conrad

- Executive Director, Learning Solutions, CMR Institute
- More than 10 years of learning and development experience working with pharmaceutical and medical device industries
- Leads CMR’s learning and solutions team, as well as content development and design projects
Moderator Profile:

Laura Ramos Hegwer

- 23 years writing about healthcare
- Former magazine editor covering sales and training in the life science industry
How is the customer landscape changing?

- More Protocols
- Continued Consolidation
- Demand for Value
- Increased Competition

Real-Life Strategies to Improve Market Access
What new payer models are influencing your customers’ purchasing decisions?

- **MACRA/MIPS**
- **Value-Based Purchasing**
- **Advanced Alt. Payment Models**
- **Next Gen. ACOs**
- **Risk Contracting**

Real-Life Strategies to Improve Market Access
Commercial teams must have the knowledge and skills to craft meaningful value propositions and interact with today’s decision makers.

Client Challenges

• How can you discuss your product in terms of value, clinical evidence, and reimbursement in today’s marketplace with today’s new decision-makers?

• How can you achieve alignment and maintain relevance in this changing marketplace?

• How can you provide up-to-date resources so sales teams understand changing market influences?
How do you implement a new strategy with your commercial teams?

Focus on goals of the customer

Ensure alignment across commercial roles

Provide resources specifically tailored to each commercial role
How does a robust training strategy in today’s market help achieve results?

- Meet sales goals
- Position products for value
- Increase market share
- Establish credibility with customers
- Influence customer decisions

Real-Life Strategies to Improve Market Access
Thank you for attending the webinar

Real-Life Strategies to Improve Market Access

For more information, please contact CMR:
844.790.3021
solutions@CMRinstitute.org
CMRinstitute.org