

7 Can't Miss Training Updates

A Trainers Guide To Preparing Your Sales Team



With an unprecedented volume of policy updates and market developments, you may feel like it's impossible to determine what matters most to keep your training programs current – let alone design the right curriculum for each customer-facing role in your organization. CMR Institute engages with a network of industry experts and is committed to providing accurate, unbiased, and relevant content to help our clients succeed. We are committed to updating our content within 5 business days of a significant change in the market.

Below is a guide of 7 Can't Miss Updates for Trainers to consider when preparing sales teams in 2019. For each update, learn what's new, why it matters for your sales team, and access a **FREE CMR demo** offering market access training and value based training to effectively prepare your sales teams this year.

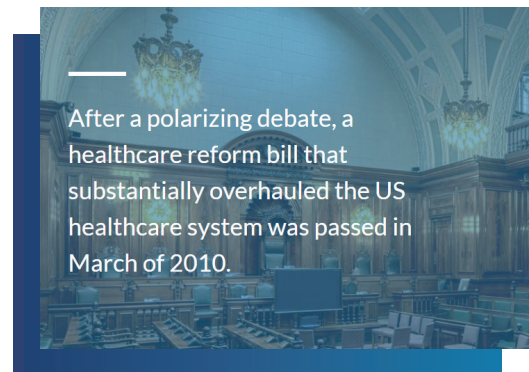
1 The ACA In 2019

What's New

- In December, a Texas judge ruled the ACA was unconstitutional because the penalty for the individual mandate was repealed by the Tax Cuts and Jobs Act of 2017. Currently, the ACA remains in effect while many states appeal the ruling.

Why It Matters For Your Sales Team

- Clinicians and healthcare executives are wary about the continued uncertainty over healthcare reform. Customers are juggling multiple priorities (population health management, clinical integration, HIT initiatives) and are more conscious of value than ever, and sales teams need to understand how to demonstrate the value of their products.



After a polarizing debate, a healthcare reform bill that substantially overhauled the US healthcare system was passed in March of 2010.

Take a sneak peak at the CMR eLearning course:
The Affordable Care Act And Implications For The Life Science Industry

2 New Rules For ACOs

What's New

- CMS offers new ACO participation options for providers that are driving them to two-sided models, which put ACOs at risk for losses.

Why It Matters For Your Sales Team

- Sales teams need to be aware that the ACOs in their regions may be in flux over the next year or two. Also, they need to think about long-term partnership strategies (customers will be thinking about the long term).



Get your team up-to-date with this eLearning course:
The Role Of Accountable Care Organizations And Future Healthcare Delivery

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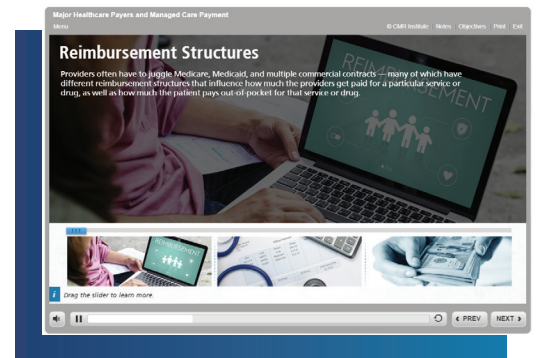
New Bundle Initiative

What's New

- The government's 2013 Bundled Payments for Care Improvement Initiative has ended and been replaced by BPCI Advanced. Providers are attracted to this model because unlike the previous model, BPCI Advanced counts as an advanced alternative payment model under MACRA.
- Providers may choose from 29 inpatient and 3 outpatient episodes. Each episode includes all Part A and B spending for services during a period that starts with a hospital stay or outpatient procedure and ends 90 days post-discharge.

Why It Matters For Your Sales Team

- Sales teams should think about how their product fits within an episode and how it can improve outcomes: Can it prevent unnecessary readmissions or other forms of utilization? Are there solutions that can help improve medication adherence? What other services can improve outcomes? Should risk sharing be explored?



This eLearning course tackles bundled payments :
Major Healthcare Payers And Managed Care Payment

4

Medicare Part D In 2019

What's New

- The Bipartisan Budget Act of 2018 (BBA) closed the "donut hole" or coverage gap a year earlier than planned under the ACA, so enrollees' out-of-pocket costs for brand drugs in the coverage gap will decline from 35% in 2018 to 25% in 2019.
- The Trump administration has introduced several changes to Medicare Part D plans including loosened formulary restrictions so that different drugs can be included for different indications—a move intended to encourage manufacturers to offer greater discounts to Medicare Part D plans. They also have proposed eliminating rebates that PBMs on Part D plans receive from manufacturers.

Why It Matters For Your Sales Team

- Sales teams will need to stay on top of new Part D formulary rules and continue to focus on promoting the value of their products. They also should expect tougher negotiations ahead.



Check out CMR's JUST RELEASED eLearning course:
Understanding Medicare Part D

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5 What's Ahead For Specialty

What's New

- A growing percentage of the drugs sold in the United States are specialty pharmaceuticals.
- CMS has proposed eliminating rebates that pharmacy benefit managers (PBMs) receive on Part D plans receive from manufacturers, including specialty drugs like biologics. Commercial plans could follow suit.

Why It Matters For Your Sales Team

- Expect more scrutiny on drug prices ahead. Patients, providers, and payers are increasingly concerned about the rising costs of these drugs.
- Eliminating rebates also could help spur adoption of biosimilars.



Take a look inside the 5 facts of buy and bill:
Understanding Buy And Bill

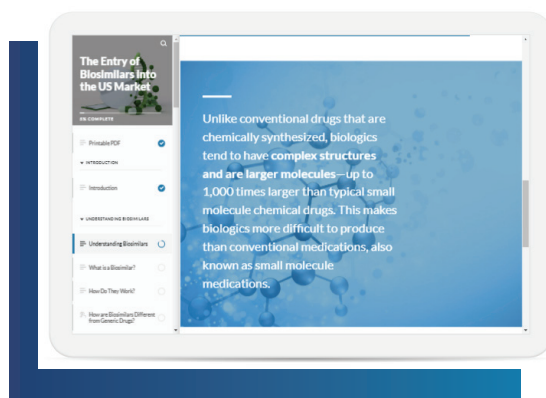
6 Biosimilars Action Plan

What's New

- Last year, the FDA released the Biosimilars Action Plan, which created more incentives for innovation while modernizing regulations. The BAP is focused on four key areas:
 1. Streamlining biosimilar development and approvals
 2. Making guidance on biosimilars clearer
 3. Educating patients, clinicians, and payers about biosimilars
 4. Promoting more competition in the industry

Why It Matters For Your Sales Team

- Sales teams should expect increased competition and should focus on strategies they can use with payers and providers to protect market access when selling for or against biosimilars. Strategies to help protect market access include:
 - Developing an effective value proposition
 - Getting familiar with the company's contracting strategies
 - Understanding and being able to address providers' concerns
 - Finding ways to improve patient adherence



Get a sneak peek inside the CMR eLearning course:
The Entry Of Biosimilars Into The US Market

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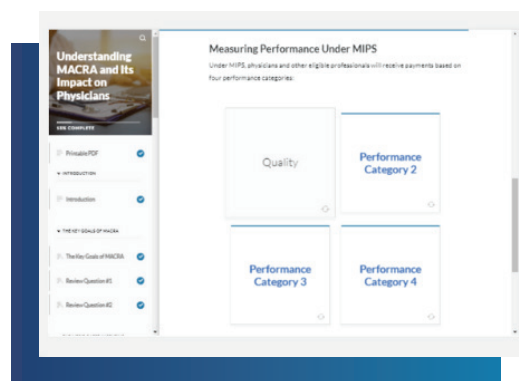
More MACRA

What's New

- MACRA's Quality Payment Program (QPP) provides two distinct paths for physicians and practitioners to be paid under Medicare:
 1. Merit-Based Incentive Payment System (MIPS), which links fee-for-service payments to quality and value. For performance year 2018, cost counted as 10% of final score. But for performance year 2019, cost counts as 15% of the final score.
 2. Advanced alternative payment models (APMs). Some new models qualify as advanced APMs. These include: ACOs participating in the NextGen ACO model and ACOs participating in the levels of the Medicare Shared Savings Program that include the most risk.

Why It Matters For Your Sales Team

- MACRA rules and performance scoring continues to evolve, meaning that your customers' performance metrics are changing as well. If your team doesn't keep up with these changes, they may not be able to establish mutually beneficial goals, which are essential for creating meaningful partnerships.



Take our MACRA eLearning course for a test drive:
Understanding MACRA and Its Impact On Physicians

To learn more about these resources, or to enroll in the full course, contact CMR at solutions@cmrinstitute.org or call 1.800.328.2615.



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☎ 844.790.3021

✉ Solutions@CMRinstitute.org

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