

SAMPLE MARKET ACCESS PROGRAM



1 Quarter

Elevating Business Acumen

CMR Microlessons

The Affordable Healthcare Act and Its Implications for the Industry

Major Healthcare Payers and Managed Care Payment

Measuring the Patient Experience: Why it Matters to the Industry

eBriefs:
- IDNs
- APMs
- ACOs

Each quarter includes application & pull-through activities such as:

Coaching Guides

Learner Job Aids

Expert-Led Webinar

2

Quarter

The Right Conversations with Right Customers

3

Quarter

Strategic Account Management

4

Quarter

Putting It All Together

CMR Microlessons

C-Suite: Getting a Seat at the Table

eBriefs:

- Hospitals
- Value-based Care
- Triple/Quadruple Aim

Includes:

Coached Learning: Role-play cohorts
to practice NEW conversations

Business Planning Tools & Job Aids

“Building Your Value Proposition” and
“C-Suite: Getting a Seat at the Table”
workshops

Strategies for Effective Account Management

Navigating a Hospital

Includes:

Coached Learning: Role-play cohorts
to practice NEW conversations

“The Account Management Process” and
“Partnering with Organized Providers”
application eModule

“Value-Based Go-To-Market Strategy
for Effective Account Management”
workshop

Wrap-Up Workshop to pull the entire program together

MARKET ACCESS PROGRAM



CMR
INSTITUTE