

# Digital transformation in market access



Digital transformation is a grand phrase—it can cover technological innovation, data and processes and even global organizational change, yet it doesn't have to be a daunting prospect left to those looking for systemic change at a company level.

When thinking of digital transformation, it is easy to consider it as AI-driven replacements for customer enquiries or electronic-point-of-sale systems supplanting traditional cash registers, but what if we think of it as smaller, localized enhancements, altering how our teams communicate in their regular interactions, how information is shared within our teams, how we interact with our customers or how technology is used in our daily activities?

In the context of Market Access teams, there is often a gap between corporate IT systems and a local team's delivery and success. Similarly, in the commercial organization there are often various digital tools available but Market Access, Health Economics and Outcomes Research (HEOR) and product value teams can often lag behind, left to their own devices when it comes to efficient working practices, information dissemination and communication deliverables. Market Access leaders at local or global levels need to rely on their own technological savviness to develop opportunities for improved working practices.

**Fortrea's Market Access Consulting team can advise and provide support in the design, development and implementation of your digital transformation needs in market access.**

Market Access teams who display leadership in using digital solutions can encourage acceptance of these technologies within their teams, increase productivity and improve the quality of interactions with their stakeholders both externally and within their organization.

Whilst large amounts of money, time and effort go into the message that is being communicated, the medium with which that message is delivered is often left unconsidered with the most suitable Microsoft Office application habitually being the de facto choice.

Consider the large investment in a literature search and data extraction exercise as we ready for launch and we're probably already picturing the Excel file, but have we considered alternatives? An in-house database that generates a snapshot of endpoints ahead of our quarterly meeting with the leadership team would be more efficient and would certainly negate locating whose desktop the most recent file is sitting on.

Likewise, with our externally facing communications, if we invest heavily in new trial data and updated value messaging, why is PowerPoint the assumed way of communicating that data? Particularly in a world where the traditional face-to-face meeting approach is no longer the only option. How do we share information with stakeholders and can alternative methods be used that increase engagement and put the stakeholder in the driver's seat as they make an informed decision?

Even if we're willing and inquisitive about alternative methods, it can be a minefield. There are many services available promising solutions tailored to our market access activities but with hefty per-user annual subscriptions required. Are they more suitable than non-industry-related choices and do they truly offer advantages? Changing the delivery mechanisms and processes for our activities takes work and investigation before implementation and even then, resistance to change must be overcome, managed and sustained.

Fortrea's Market Access Consulting team can advise and provide support in the design, development and implementation of your digital transformation needs in market access, starting with an initial needs assessment and ending with a recommendation of how best to make use of available digital technologies to bolster and support successful execution of your market access/HEOR strategy.

## CASE STUDY



### Situation:

A Global Market Access team collates the reimbursement status of their range of products on a quarterly basis. Currently this involves emailing heads of each market, awaiting and chasing responses and then collating the data into an evolving Excel file. This file is then used each quarter to create PowerPoint slides that show combined reimbursement status across markets and regions. These slides are used in both internal and external presentations.



### Solution:

The digital transformation team created a simple database, hosted on the client's SharePoint site. Email notifications to individual markets were automatically sent if data had not been updated (or marked as accurate) in a specified time frame and the global team was sent automatic notifications when data was updated.

A separate interface automatically displayed this data on an interactive map that exported a snapshot of the current reimbursement situation, automating virtually the entire process. The time and cost savings far outweighed the low initial investment.

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