

Stakeholder Challenges and Opportunities: Health Systems

Challenge:

Complicated risk arrangement contracts and payment models.

Opportunity: Understand how health systems are reimbursed.

Opportunity: Understand various government payment models (eg Medicare, Medicaid).

Opportunity: Understand the impact of various payment models (eg bundled, value-based).

Challenge:

Maintaining sufficient margins.

Opportunity: Help various stakeholders understand the fiscal complexities of their system.

Opportunity: Demonstrate how your product or service can add value and lower costs.

Stakeholder Challenges and Opportunities: Providers

Challenge:

Limited time, exacerbated by physician burnout.

Opportunity: Be respectful of providers' time. Consider sending materials before or after a call and be available to answer questions as needed.

Challenge:

Skepticism of key products and/or too many new products to closely review.

Opportunity: Provide opportunities for key opinion leaders to speak to the efficacy of the product.

Opportunity: Focus on building a strong relationship to stand out from other vendors.

Challenge:

The shift to value-based care means that providers are assessed by quality metrics, driving a focus on the individual patient or specific patient population.

Opportunity: Support the provider in their mission to improve quality.

Opportunity: Discuss the context of patient care beyond your product(s).

Stakeholder Challenges and Opportunities: **Patients**

Challenge:

Patients cannot afford prescription.

Opportunity: Share rebates or discount program that could reduce costs.

Challenge:

Social determinants and population health factors (eg, poor diet due to living in a food desert).

Opportunity: Share patient education resources that could help customers improve outcomes, (eg, materials to improve health literacy or medication adherence).

Training Strategies for Market Access

Nimble Training Approach

Challenge:

Lack of resources, including time, people, and budget.

Opportunity: Engage with a relevant, life science-focused market-ready library.

Ensure that training content is agile enough to adapt quickly to changes in market conditions, healthcare policies, and innovations in treatments and technologies.

- Implement mechanisms for receiving real-time feedback from trainees, sales leaders, and trainers to pinpoint learning gaps.
- Regularly review the training materials to identify areas requiring updates.

Training Strategies for Market Access **Role-Based Customization and Application Techniques to Enhance Transfer**

Challenge:

Different team members often come from diverse professional backgrounds with varying levels of understanding and expertise in specific content areas.

Opportunity: Develop training materials that are specifically tailored to the unique needs and concerns of different roles within the healthcare ecosystems, such as sales representatives, market access teams, and medical liaisons.

- Utilize scenario-based training and role-play exercises to help trainees practice and refine their approaches.
- Leverage application techniques such as cohort programs, peer learning, and coaching guides to maximize transfer.

Training Strategies for Market Access

Content Frequency Management

Challenge:

Overwhelming learners with training on new developments can reduce retention and engagement; excessively stretched training can delay critical market responses.

Opportunity: Manage how frequently content is introduced to prevent information overload while ensuring timelines in training completion.

- Develop a strategic training calendar that staggers new training without overwhelming trainees.
- Prioritize updates based on their impact and urgency.



With mounting hurdles to customer access, your teams are navigating a shifting environment. By providing **up-to-date, relevant, and immediately applicable resources**, you can equip your sales teams to be trusted advisors who gain access and **positively impact their customers and patient care**.

Below are samples of curated pathways from **CMR's extensive library** that our clients are using to successfully increase confidence, capabilities, and drive performance.

Market Access – Organized Customers

Sample Learning Pathway

Accountable Care
Organizations eBrief

Integrated Delivery
Networks eBrief

Understanding
GPOs eBrief

Inside Integrated
Delivery Networks

The Role of
Accountable Care
Organizations in
Healthcare Delivery

Partnering with
Organized Providers
application
eModule

Market Access – Value-Based Environment

Sample Learning Pathway

Value-Based Care and
the Changing
Healthcare Delivery
Model

Population Health
Management: A
Strategy for Higher
Quality and Lower
Costs

Selling in a Value
Conscious Environment

Promoting Health
Equity and Addressing
Social Determinants
of Health

Impact of Value-
Based Healthcare on
the Sales
Environment

Value-Based Care
eBrief

Payers and Reimbursement Sample Learning Pathway

Administering
the Pharmacy
Benefit

Alternative
Payment
Models eBrief

Copay
Accumulators
eBrief

Cost-
Containment
Strategies in
Managed
Healthcare

Follow the
Dollar--from
Manufacturer
to Patient

Government
Healthcare
Programs

Major
Healthcare
Payers and
Managed Care
Payment

Understanding
MACRA and Its
Impact on
Physicians

Understanding
Medicare Part D

340B Drug
Pricing
Program

Fast Facts: How Not to Sell

Key Takeaways from CMR's Workshop

As a learning leader, you are in a unique position to provide your employees with **relevant and engaging resources**, targeted to their specific roles/goals and grounded in the life sciences industries.

At CMR, we're here to help you prepare your teams so they can **excel and reach their goals**, even in a rapidly changing environment. We can enhance your existing training with our dynamic library of **customizable and relevant learning content that's always up-to-date**. Whatever your need, we will work with you and your team to curate a **custom learning library and targeted pathways** to maximize impact and ensure cost-effectiveness. In today's real world of budget and resource constraints, our clients know our value proposition meets their needs and exceeds their expectations.



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