

# MARKET ACCESS ACADEMY

When sales representatives join your organization, it's crucial that they gain an understanding of market access, thereby ensuring that a strong foundation is established across your whole field force.



## HOW MUCH DO YOUR SALES REPRESENTATIVES KNOW ABOUT MARKET ACCESS?

Formularies? MCOs? Does IDN signify an Integrated Delivery Network, or would your sales representatives think "IDK?"

**The answers may surprise you!**

- **The Red Nucleus Life Science Training Institute (LSTI)** provides your team with access to an off-the-shelf microlearning library of e-learning modules that will help them master the essentials of market access.

The **Market Access Academy** consists of 34, approximately 12-minute modules dedicated to individual market access topics, grouped into 4 major tracks of learning:

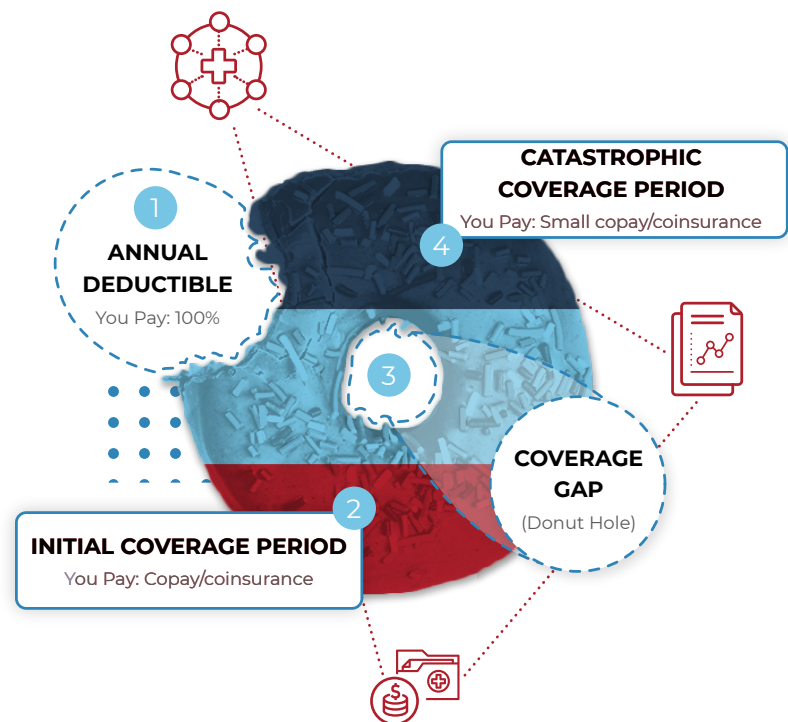
**TRACK 1: Market Access Basics**

**TRACK 2: Healthcare Settings**

**TRACK 3: Paying for Healthcare**

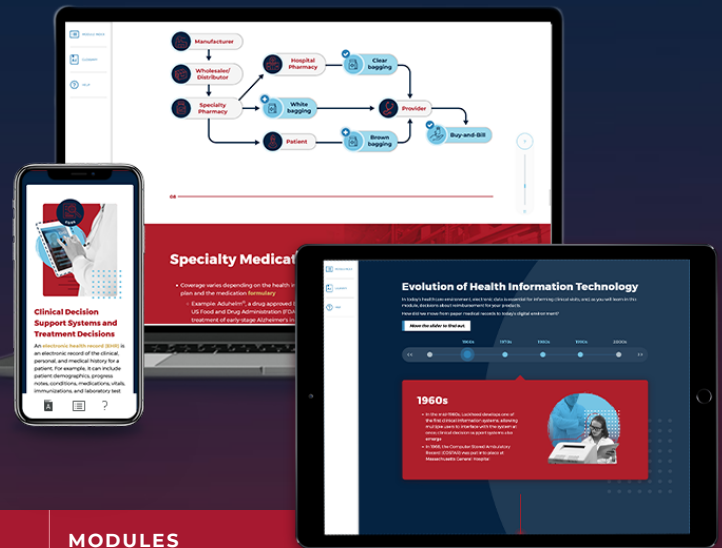
**TRACK 4: IDN, ACO, and Patient-Centered Medical Homes**

- After completing this curriculum, your field force will have a firm understanding of how the managed markets environment affects customer decision making and be better prepared to achieve success in today's pharmaceutical marketplace.



## ➤ The Red Nucleus Market Access Academy modules feature:

- Fully responsive, scrollable learning that auto-scales for use on cell phones
- Single-topic modules
  - Module-level learning objectives, summary, and self-check questions
  - Can be purchased individually
- Track- and curriculum-level assessments



TRACK	DESCRIPTION	MODULES
<b>Track 1: Market Access Basics</b>	➤ Introduces market access and the numerous stakeholders and healthcare providers you may encounter in the field. Also reviews methods payers use to control the cost of medical services and prescription drugs, including P&T committees and formularies.	<ol style="list-style-type: none"> <li>1. Introduction to Managed Care</li> <li>2. Healthcare Providers: Physicians</li> <li>3. Healthcare Providers: Nurses</li> <li>4. Healthcare Providers: PAs, NPs, and Others</li> <li>5. Healthcare Providers: Pharmacists</li> <li>6. Reducing Healthcare Costs</li> <li>7. P&amp;T Committees and Formularies</li> </ol>
<b>Track 2: Healthcare Settings</b>	➤ Describes common characteristics of hospitals, post-acute and long-term care facilities, clinics, physician practices, and pharmacies. Also reviews operational factors that can help you develop a financial profile for hospital accounts and the roles that nonclinical stakeholders and health information technology play in these healthcare settings.	<ol style="list-style-type: none"> <li>1. Decoding Hospitals</li> <li>2. Types of Hospitals</li> <li>3. Profiling a Hospital Account</li> <li>4. Hospital Pharmacy</li> <li>5. Nonclinical Hospital Stakeholders</li> <li>6. The Impact of Health Information Technology on Hospital Prescribing</li> <li>7. Post-acute and LTC Facilities</li> <li>8. Clinics</li> <li>9. Who's Who in the Physician Practice</li> <li>10. Community Pharmacies</li> <li>11. Specialty Pharmacies</li> </ol>
<b>Track 3: Paying for Healthcare</b>	➤ Reviews key healthcare payer and health plan types. Also explains the importance of payer mix, how healthcare costs are controlled, and the major steps in the hospital reimbursement process.	<ol style="list-style-type: none"> <li>1. Terms to Live By—Key Concepts Explained</li> <li>2. Introduction to Commercial Payers</li> <li>3. Introduction to Public Payers</li> <li>4. Payer Mix</li> <li>5. Reimbursement Models</li> <li>6. Claims Adjudication</li> <li>7. Hospital Reimbursement</li> </ol>
<b>Track 4: IDNs, ACOs, and Patient-Centered Medical Homes</b>	➤ Discusses population health and the role that health information technology plays in clinical decision making. Reviews IDNs and ACOs, key stakeholders associated with each, and the steps they take to ensure quality and minimize costs. Also describes how you can use the needs and priorities of IDNs/ACOs to position yourself for a successful partnership.	<ol style="list-style-type: none"> <li>1. Understanding Population Health</li> <li>2. The Essential Role of HIT</li> <li>3. HIT-Powered Clinical Decision-Making</li> <li>4. IDNs</li> <li>5. Key IDN Stakeholders</li> <li>6. Understanding ACOs</li> <li>7. Patient-Centered Medical Homes</li> <li>8. Ensuring Healthcare Quality</li> <li>9. IDN/ACO Account Opportunities</li> </ol>

**Abbreviations:** ACO, accountable care organization; HIT, health information technology; IDN, integrated delivery network; LTC, long-term care; NP, nurse practitioner; PA, physician assistant; P&T, pharmacy and therapeutics.

### ABOUT RED NUCLEUS

Red Nucleus is a global learning agency providing strategic learning and performance solutions exclusively for the life sciences industry. Our solutions engage and inspire commercial teams throughout the learning journey, maximizing knowledge retention and performance in the field.

CONTACT US TO LEARN MORE → [www.rednucleus.com](http://www.rednucleus.com)