

# Market Access

## Grasping the 4 Pillars

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The health-care environment is quite challenging. No matter how much money Canadian governments spend, there is always a cry for more. So, how do you get your product/service noticed in a positive fashion?

Let me ask you a question: Are people and organizations that make reimbursement decisions regulators or customers? I strongly suggest they be treated as customers.

When it comes to market access (public, private and/or hospital), there are four pillars:

1. **Gain** entry into the desired market.
2. **Improve** opportunities in the market.
3. **Defend** the position in the market.
4. **Maximize** the business opportunity the market provides.

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see how we can help you.

### 1. *Gain*

Organizations usually focus their energies on gaining entry into the market. Unfortunately, some decisions made to expedite market entry have a detrimental impact on long-term product opportunities. The key is developing a value story that promotes optimal reimbursement. To do this effectively, customers must be engaged in the process, and the earlier the better.

### 2. *Improve*

Despite your best efforts, your product/service doesn't always get the coverage you want. You may have to work on improving guidelines or reimbursement mechanisms.

### 3. *Defend*

OK, you've obtained reimbursement, but watch out! The market is dynamic and you have to defend your status from category review and/or competitor attack. Never take reimbursement status for granted.

### 4. *Maximize*

We know there are bumps along the way. Your product/service may require a special authorization process in order to take advantage of the available reimbursement opportunity. Do your organization and customers (physicians, patients, *etc.*) understand how these processes work? There is nothing more frustrating than having the health-care professional believe in the clinical benefits, only to lose fulfillment of the sale because of a lack of understanding of the process.

Health care is a complex market. Whether it is a drug, device or procedure, Wyatt Health Management understands how reimbursement works in the public and private markets, the community and the hospitals. Remember, it's not just getting the listing; it's about improving your business prospects and getting the best rate of return possible. **CPM**