# 7 Tips for Successful Managed Markets Launches

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**Payer Marketers, let our experience with multiple product launches guide you in exploring early decisions and opportunities to maximize your pull-through results!**

## 1 Start Early

Any delay to market with access and reimbursement materials results in lost opportunities to share essential information with providers. Having as many items as possible pre-approved prior to launch can help generate immediate launch momentum.

## 2 Create Templates

In order to efficiently communicate coverage updates to prescribers, and best position Representatives to answer access questions, consider a manual or automated templated pull-through production system. This allows new access wins to be communicated with minimal delays, typically bypassing the full review process.

## 3 Find Pre-Review Opportunities

Despite typical 3 to 9 month delays in payer formulary decisions for new products, certain helpful information can be communicated before official P&T Committee reviews. This includes any payers with documented policies for immediate coverage of newly approved products.

## 4 Consider Formulary Exceptions

For plans that do not cover products prior to P&T review, prescribers can consider requesting coverage for appropriate patients through a plan's exceptions and appeals process. Most plans provide details on how to submit these requests, along with any required documentation, on their website.

## 5 Share Access & Affordability Resources

Due to delays in gaining formulary access and/or preferred status, inform prescribers and patients of any co-pay support or patient assistance programs that can help cover patient out-of-pocket costs. Also include any reimbursement helplines available to assist with benefit verification and exceptions/appeals support.

## 6 Train Representatives

Representatives can often be uncomfortable with the pre-formulary review "no-man's land" that launch products are commonly stuck in over the first 6 months. Counter this by educating Representatives on the basics of how formulary approvals work, along with expected timelines for key payer decisions. Also offer specific training on any materials and/or services that you provide per the steps above.

## 7 Track Results

Inevitably, some tactics work better in certain categories for certain products. Set up a system to track pull-through results so that this feedback can be incorporated into future pull-through design and campaigns. The earlier this feedback loop begins, the sooner you will close in on maximizing the ROI of your pull-through budget for a new brand.

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