



# Unlock More Value in Your Market Access Strategies

With payer pressure rising and regulatory structures growing more complex around the globe, pharmaceutical and biotech companies must now make **market access** an integral part of their organizations—but the urgent emphasis on these roles is producing a **scarcity of skilled talent** and increasing costs for this critical function.

**Get the market access expertise you need with on-demand talent from Business Talent Group.** BTG is a pioneer in the high-end disruptive consulting market, enabling life science companies to **work smarter, faster, and more flexibly** throughout the product development cycle:



We'll provide just the right on-demand talent needed—**individually or in small teams, onsite or remote, domestic or global**—to tackle your market access challenges. That's why **25 of the top 30 life science companies** and **36% of the Fortune 100** trust BTG to scope, select, and oversee independent talent on projects that fuel growth, innovation, and performance improvement.

## Sample Market Access Talent

BTG's market access consultants can offer expert advice, step in as seasoned project managers, or supplement your team on essential work.



- More than 20 years of global leadership experience across numerous therapeutic areas
- Top 10 pharmaceutical company executive
- Deep expertise in market access, regulatory issues, and key customer relationships



- Former McKinsey & Company Associate, St. Jude Medical and Medtronic manager
- Payer, patient, and employer engagement consultant
- Highly skilled in value-based partner strategy development, market launch strategies, and access support



- Practice leader at inVentiv Health consulting unit
- Product marketing lead for multiple life science companies
- Proven ability to plan and manage launches of diverse pharma/biotech products

Meet more top-tier talent at [business talentgroup.com/find-life-science-consultants](https://www.business talentgroup.com/find-life-science-consultants)



## Market Access Case Studies

### Medical Device Tendering Strategy

A global medical device client needed to drastically improve its tendering process to secure access in international markets for a \$3B business unit. BTG provided a three-person talent solution with several decades of combined pricing expertise across a diverse range of global industries, including pharmaceuticals, medical devices, and diagnostics.

**Value:** The BTG team created a detailed playbook complete with tendering and pricing strategies to facilitate entry into the top 10 markets the client targeted for access.

### EU Market Access Project Management

A global pharmaceutical company needed hands-on support to launch a new product throughout Europe following the departure of a senior executive. BTG deployed a former IMS Health Pricing & Reimbursement expert and Global Market Access Executive for a Top 10 pharmaceutical company.

**Value:** After providing a full review of the product's global strategy and preliminary pricing, the consultant developed local access plans for critical markets and managed the product's value proposition development, payer engagement initiatives, and launch in first-wave countries.

### IDN Value Development

A leading biopharma company needed help developing a strong value proposition and an overall communication strategy that would resonate with Integrated Delivery Networks (IDN) and other partners. BTG provided a former McKinsey consultant—deeply experienced in life science—who worked with the client's team to lead research and development on an effective approach.

**Value:** The client received specific, targeted communications and value propositions for use in partnership discussions with pharmacy benefit managers (PBM), IDNs, employers, and payers.