## Current state assessment and gap analysis to design an improved market access governance model for a global biopharma



## **Client Challenge**

With recent pricing pressure from new competitors in the market, the client was looking to maintain its market position by developing a best in class go-to-market strategy and payer value proposition for its flagship oncology asset. KPMG was engaged to conduct a gap analysis and design a more effective contracting and governance model

## **Project Phases**

Conducted extensive market research to uncover leading payer contracting practices. Indepth current state assessment to identify capability gaps to reach target future state go-to-market approach and potential investment required

Prioritized key initiatives for implementation and developed supporting roadmap. Developed detailed contracting playbook, roles, and responsibilities through a RACI matrix (responsible, accountable, consulted, informed)

Outlined target state governance structure, including contracting and pricing approach and rebate guardrail approval forums and responsibilities

Facilitated targeted training sessions to rollout key deliverables and support client implementation plan

Outcome For The Client



KPMG identified capability gaps in the market access team, as well as key actions and deliverables required to successfully maintain market share through direct-to-payer contracting



Defined the contract governance model, standardized approach to direct-to-payer contracting and go-to-market strategy, and established clarity around roles and responsibilities of the various internal stakeholders that collaborate throughout the contracting lifecycle

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