

Publicis Managed Markets

The Managed Markets Access Experts

Driving Strategic Managed Markets Solutions Across the Payer Segment of Healthcare

With an exclusive focus on managed markets, **Publicis Managed Markets** provides informed, strategic managed markets solutions that deliver extraordinary results for our clients. We have the expertise to impact the third-party payer segment at any stage of a brand's lifecycle.

In today's new biopharma reality, the managed markets segment is growing increasingly complex. With approximately 90% of all prescriptions now covered by third-party payers, a strong managed markets strategy and tactical plan is critical for any brand or franchise.

At Publicis Managed Markets, we are *the managed markets access experts*. Publicis Managed Markets can illuminate the best ideas and chart the difficult waters of managed care. Our highly experienced managed markets account specialists are well connected across the third-party payer segment.

Broad Market Expertise:

- Pharmacy Benefit Managers (PBMs)
- Health Plans
- Medicare Part D
- Medicaid
- Department of Veterans Affairs (VA)
- Department of Defense (DoD)
- Group Purchasing Organizations (GPOs) Hospital/Long-Term Care/Specialty
- Long-Term Care Providers
- Employer Brokerage Firms
- Hospice Providers
- Specialty Pharmacy
- Consumer Driven Healthcare Initiatives
- National Trade, Chains, and Wholesalers



Key Managed Markets Offerings Include:

- National & Regional Account Management
- Contracting
- Managed Markets Training
- Deployment Recommendations
- Pull-Through Support

Discover how Publicis Managed Markets can support your third-party payer strategy.

For more information, contact:

Betty Jean Swartz
Publicis Managed Markets
484-431-0058
info@PublicisMM.com
www.PublicisMM.com

Publicis Managed Markets is part of Publicis Strategic Solutions Group (PSSG). PSSG offers a comprehensive array of multichannel message delivery interactions to reach all life sciences key customers. From field teams to virtual representatives and from speaker bureau management to sample compliance, PSSG provides the power and intellect to create and implement a flexible, highly customized message delivery mix designed to optimize any brand or franchise profile.