

The Role of Market Access Professionals in Pharmaceutical Industry: Document Analysis

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Introduction

- The role of the Market Access (MA) professional is currently not well understood and there is a dearth of literature about the skills and activities carried out by these professionals in their role.
- A document analysis was undertaken to explore MA professional's role within pharmaceutical industry including the skills, knowledge and other attributes required for MA job.

Purpose

- A document analysis was undertaken to explore MA professional's role within pharmaceutical industry including the skills, knowledge and other attributes required for MA job.

Methods

- Published MA job advertisements constituted the sample for this study.
- MA job adverts from pharmaceutical companies, National Health Service (NHS) websites and Google were retrieved between February to August 2019, and updated 1st – 31st August 2023.
- Thematic content analysis was used to analyse the data and to identify key themes across the dataset.

Results

- A total of 80 MA jobs were advertised during the data collection period.
- 4 main job roles were identified
- Job roles were categorised according to seniority: 'entry level role', 'senior level role', 'pricing and reimbursement role', and 'head and director's role'.

Results

- Three main themes were identified across the dataset: 'role advertised'; 'skills and activities', and 'rewards'.
- The entry level role had the most variability in role titles, with 19 different titles used across 35 job adverts. Additionally, only 86% asked for a degree in a relevant field. This fell to 38% for the senior MA role.
- Skills and Activities varied across roles, however, common to all was understanding healthcare systems and good communication.
- Salary/remuneration was the most frequent reward across all roles.

Conclusions

- MA in pharma is an expanding and emerging profession, which is relevant to pharmaceutical companies and the health systems.
- Based on the findings of this study the following recommendations are made:
 - There is need for standardisation of entry requirements for MA roles
 - There is need for development of body of knowledge, code of practice and professional body to regulates the MA profession as it transitions into a true profession

References

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