

## Introduction

- How Market Access (MA) within the pharmaceutical industry (Pharma) is conceptualised has not been documented in literature and thus lacks clarity.
- Understanding the concept and dynamic process of MA is essential to the evolution of professional identity including the MA role in pharma.

## Purpose

- A scoping review was undertaken to map themes to conceptualise MA and its role within the pharma.

## Methods

- Arskey and O'Malley's six-stage framework, and the Preferred Reporting Items for Systematic reviews and Meta-Analyses (PRISMA) extension for scoping reviews were used to guide the review
- BioMed Central, WorldCat.org and Directory of Open Access Journals were searched from 2003 to 2023.
- Full text review was conducted on the papers that met the eligibility criteria by two reviewers.
- A third reviewer arbitrated on disputed papers for inclusion.
- Key findings were mapped and summarised descriptively.
- Inductive analysis was undertaken on the extracted data allowing themes relevant to the concept to emerge.

## Results

- The databases search yielded 222 results. Following title and abstract screening, 146 papers were screened, 127 were excluded.

## Results

- Full text review was conducted on 19 papers, 14 were included in the final analysis.
- Five conceptual dimensions of MA in pharma were identified: 'right products', 'right patient', 'right price', 'right point (time)', 'right place (setting)'.

## Conclusions

- This review found that MA in pharma commences with the development and availability of the right products that is proven to be efficacious and disease specific; specifically produced for the right patients; delivered at the right point in a timely manner; given at the right price and within the economic, policy, societal contexts and to ensure the best patient outcomes and product profitability.
- Healthcare providers and policy makers are to be aware of these findings in their decision-making process.
- A new definition of MA is offered:
  - *MA in pharma concerns providing the right products, for the right patients, delivered at the right point in time, within the right place or setting, at the right price.*

## References

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