



PEG PHARMA

Who am I? I work in product marketing or managed markets for a brand or generic pharmaceutical manufacturer, or generate and share data like market info, pricing, and patient use with payers. I may be a pharmacist.

PAINS:

- I need payers to understand the value and impact of my product
- There have been mergers, acquisitions, and layoffs within the industry
- I want to better understand the diseases my company focuses on

MOTIVATIONS:

- Make connections with payers
- Get the word out about a new product
- Understand the potential impact of IRA and changes in the FDA
- Stay current on the issues that are important to my clients and managed care

AMCP GAIN CREATORS:

- Build relationships with payers and others in my area by attending and volunteering with local AMCP Affiliates and attend national conferences
- Use the AMCP Format for Formulary Submissions to ensure payers have the information on my product
- Increase your knowledge through AMCP Learn education and if a pharmacist, maintain your license through virtual and live CE opportunities
- Participate in grassroots advocacy around key legislative issues impacting pharma
- Build your leadership development skills and visibility by volunteering with AMCP
- Prepare for regulatory and legislative changes through AMCP newsletters and alerts
- Find the latest disease research through *JMCP*, Market Insights Program, and AMCP Residency/Fellowship Showcases and visualize your data through AMCP eModel
- Better understand impact of Real-World Evidence (RWE) through ARI Research Institute



STORY

I've kind of held the gamut of pharmacy industry positions in managed care, from clinical to brand access. My first memory of AMCP was coming and not really knowing too much about managed care but having everyone being so welcoming. There was no new member breakfast back then, so we just walked around and tried to find whoever we knew, and they would start introducing us to everybody else. That's how I started to create my own AMCP network and what has become now like an AMCP family. The connections I have made over the years are key to my success today.

– *Vinson Lee* | *Pharma Employee and AMCP Member since 2001*