

Magnolia Market Access: Increasing the reach of advocacy groups

Magnolia Market Access (MMA) provides tailored strategies and insights to pharmaceutical companies, device manufacturers, trade associations, and patient groups to meet their market access, Health Economics and Outcomes Research (HEOR), and healthcare policy needs. Our experts provide 360-degree perspectives and analyses of our in-house and client-specific clinical and real-world data to shape policy, communicate value, secure reimbursement, and drive patient access. MMA works with you to maximize access from the earliest stages of development through patent expiration and beyond.

MMA works with you to understand your priorities and develop strategies and tactics to meet your goals.

Our services include:

Policy Monitoring and Insights

Tracking real-time legislative and regulatory updates and offering strategic guidance and support to help you communicate changes to patients and providers, and advocate for patient needs.

Examples include
comment letter
drafting and issue brief
development

Payer, Provider, and Patient- Centered Research

Gleaning stakeholder perspectives and behaviors related to specific policy changes via surveys and interviews to inform access, education, and advocacy efforts.

Strategic Patient Support Services

Assessing and advising on the creation and enhancement of patient support programs grounded in experience and validated by real-world data.

Examples include program
benchmarking and
support services audits

Data Analytics

Bolstering resources and advocacy points with analyses using MMA's in-house claims and social determinants of health data.

Examples include budget
scoring and impact
modeling

Stakeholder Mapping

Understanding the payer, health system, and provider ecosystem for a particular disease state or drug class in order to best target outreach and education.

About Magnolia Market Access

Magnolia Market Access is a boutique consulting practice and part of the broader Medical Knowledge Group family of companies. Our size allows us to offer tailored market access solutions while also tapping into a virtually unlimited range of resources.

Contact one of our experts to start a conversation today about how we can help support your work.



Amanda Forys

Partner, Magnolia Market Access
aforys@magnoliamarketaccess.com

- 18 years of industry and consulting experience in pharmaceuticals and devices
- Assists clients at the intersection of health policy, pricing, coverage, reimbursement, payer strategy, and real-world evidence
- Quantitative and qualitative background in pharmaceutical and device market access and commercialization strategy
- Extensive experience in specialty drug and rare disease space



Herman Chen

SVP, Market Access & Analytics
hchen@magnoliamarketaccess.com

- 20+ years of consulting with key organizations across the US healthcare system
- Extensive experience using real-world data to generate real-world evidence and inform commercialization and market access strategies for treatments for chronic and acute diseases
- Analytical approaches to assessing, identifying, and solving access challenges in all phases of the product life cycle
- Health economics and outcomes research and clinical trial protocol feasibility and optimization



Tracy Baroni Allmon

VP, Health Policy & Market Access
tbaroni-allmon@magnoliamarketaccess.com

- 25+ years of pharmaceutical and PBM industry experience in access and reimbursement policy
- Recognized expert in public payer strategies, health policy analysis, communications, and advocacy
- Deep experience in oncology and cell and gene therapy, including access, patient services, and patient and payer education
- Focused on internal and external relationships and synergies to create solutions



Rachel Besse

Director, Reimbursement & Market Access
rbesse@magnoliamarketaccess.com

- 5 years of consulting experience in health policy, market access, reimbursement, and health education
- Key knowledge areas include biosimilars, patient support programming, and the development of provider and patient educational programs and tools related to access and reimbursement
- Background in health equity research and strategic implementation, examining the intersections of the social determinants of health and their impacts on health outcomes



Scan the QR code to view our work, sign up for our monthly Navigating Market Access With Magnolia webinars, and view past webinars.