



Navigating Market Access with Magnolia

Market Access Stakeholder Ecosystem
Mapping: From Segmentation to
Impactful Engagement

March 26, 2026



a medical knowledge group company

Navigating Market Access with Magnolia

Today's Presenters



Amanda Forys
Managing Partner,
Magnolia Market Access



Andrea Schatz-Anderer
EVP, Strategy &
Insights, 81qd



Susan Abedi
Chief Strategy Officer,
81qd



Tracy Baroni Allmon
Vice President,
Health Policy & Market Access
Magnolia Market Access

Attending Asembia?
Schedule time with our team.

axs 26
ACCESS TO PHARMACY

Agenda

1

What is Ecosystem Mapping?

2

Approach to Successful Ecosystem Mapping

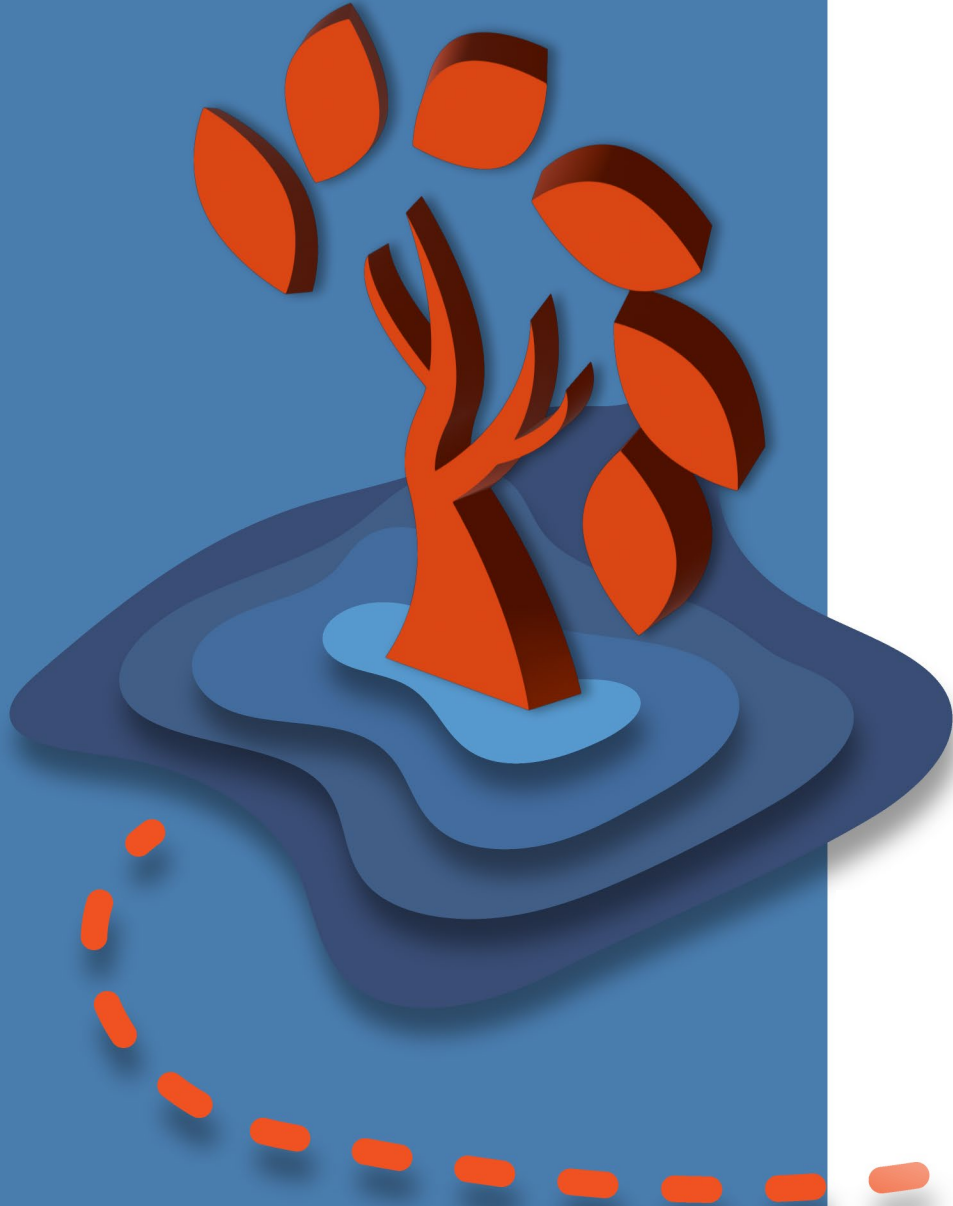
3

Ecosystem Mapping is Complete: Now What?

What is Ecosystem Mapping?



Ecosystem Mapping: Identifying Who Influences Access



Why Do We Use Ecosystem Mapping?



Common Goal: Access

Different Responsibilities to Achieve Access: Each team interacts with the ecosystem differently, and will have varying targets, but building a map that accounts for the whole picture is important

Data-Driven Alignment: Using a consistent approach to identify key ecosystem stakeholders, and aligning on tactics for engagement, contributes to meaningful outcomes



How do we identify the right stakeholders for our organization, coordinate engagement with them at the right time, and put the right information in front of them?

Cross-Functional Collaboration: Aligning on Stakeholders and Engagement Strategy

Step 1

- Cross-functional alignment on goals of ecosystem mapping
- Ask: Who would be most influential in successfully executing on brand goals?

Step 2

- Establish roles and responsibilities and rules of engagement
- How should each team engage with identified stakeholders? What tactical execution is important? Who owns what?

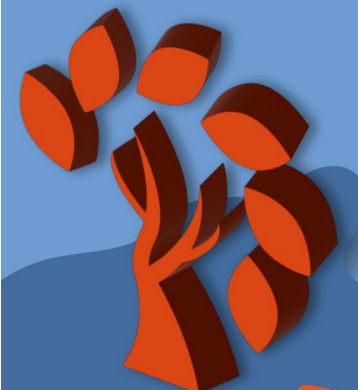
Step 3

- Complete Stakeholder Ecosystem mapping

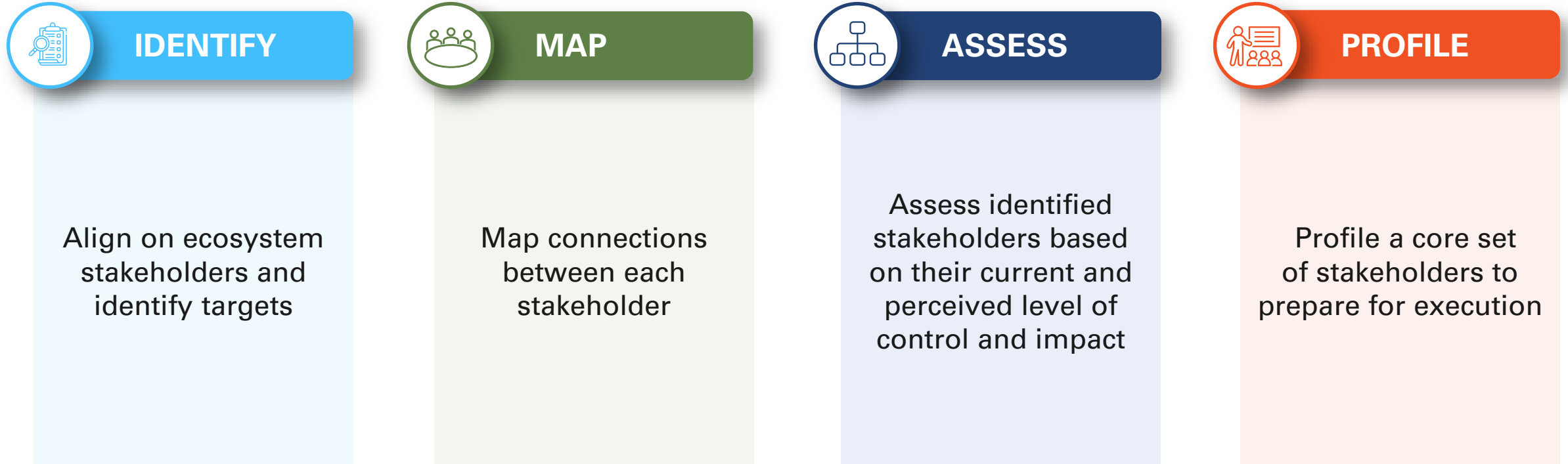
Step 4

- Execute on Plan

Approach to Successful Ecosystem Mapping



Approach to Successful Ecosystem Mapping



Identify: Leverage a Broad Range of Sources to Select The 'Right' Stakeholders



Publications and Industry Reports

Who publishes resources (scientific and trade) on issues that are important? Who is on the editorial boards of these publications?



Social Media and Online Presence

Who uses their social media presence and their online presence to discuss new research developments? Who is listening to them?



Stakeholder Leadership/Membership

Who are important leaders of executive boards, patient advocacy groups, policy foundations, think tanks, and relevant committees/associations?



Congressional Hearings & Task Forces

Who participates in congressional hearings, engages with government task forces, and associates with the right legislators and regulators?



Clinical Trial Participation

Who is participating in clinical trials and exposed early to new treatment modalities?



Payers/IDNs and Payer Influencers

Who influences payers and their clinical and financial decision-making? Which payers make coverage decisions that influence the broader market?



Conference Speaker/Panelist

Who is presenting on relevant topics at conferences, and influencing change with their thought-leadership?



Guideline authorship

Who is drafting guidelines and how often do they change? Which guidelines are the most influential?



Direct Patient Engagement

Who impacts patient treatment choice, how do they help patients access treatment? Who is engaging with patient groups, specialty societies, and advocacy organizations?

Identify: Narrow Down to the "Final" Stakeholders

Publications /Industry Reports

Social Media & Online Presence

Stakeholder Leadership

Congressional Hearings & Task Forces

Clinical Trial Participation

Payers/IDNs and Payer Influencers

Conference Participation

Guideline Authorship

Direct Patient Engagement

Programmatic mining and categorization of all publicly available data

Technology assisted evaluation, disambiguation and consolidation of extracted results

Programmatic analysis of objective expert-scoring indices

Identify (Example): Taking a Data-Driven Approach to Identify Policy Influencers



Stakeholder Leadership/Membership

- Academy of Managed Care Pharmacy (AMCP)
- BIO
- National Pharmaceutical Council (NPC)
- PhRMA
- American Pharmacists Association (APhA)
- CancerCare
- Community Oncology Alliance (COA)
- National Association of Specialty Pharmacy (NASP)
- National Community Pharmacists Association (NCPA)
- Patient Access Network (PAN) Foundation



Congressional Hearings and Task Forces

- Congressional Biomedical Research Caucus
- Congressional Caucus on Longevity Science
- Congressional Community Pharmacy Caucus
- Congressional Research and Development Caucus
- Seniors Task Force



Policy Foundations/Think Tanks

- American Enterprise Institute
- Beacon Center of Tennessee
- Brookings Institution
- Cato Institute
- Center for American Progress
- Center for Medicine in the Public Interest (CMPI)
- Galen Institute
- Heritage Foundation
- Hoover Institution
- Niskanen Center
- Pacific Research Institute (PRI)
- Paragon Health Institute
- Pelican Institute

Map: Assess Connections between Targets Based on Identified Activity, Social Media, and Relationships

| Criteria | Examples of Input | Connection Metrics |
|------------------------------|---------------------|---|
| Industry Activity | Publications | Who publishes together, and for what journals? |
| | Conferences | Who is presenting at conferences together, and who sponsored the conference? |
| | Broader Involvement | How do these industry members interact through associations, foundations, specialty societies, and think tanks? |
| Social Media Presence | LinkedIn | Endorsement on LinkedIn |
| | X (Twitter) | Follower on X (Twitter) |



Ultimate Goal: Build out the web of interconnectivity of targets, and identify who is most influential to meet your targeted objectives.

Map (Example): Who are Important Academic and Think Tank Leaders, and How Do They Relate to One Another?



Assess: Leaders Are Grouped by Level of Influence and Area of Focus



Level of Influence

Criteria

- Volume and breadth of citations
- Impact at congressional meetings
- Level of amplification
- Digital presence
- Engagement with media
- Number of network connections with other policy leaders
- Social media activity and followers



Area of Focus

Criteria

- Policy/Advocacy
- Patient care
- Coverage determinations (e.g., payers/IDNs)
- Academia
- Research and development

Assess (Example): Who are the most influential patient advocacy groups, and what is their role in affecting the ecosystem?

Advocacy groups in diseases with large unmet need often have the largest impact

Patient Advocacy Leadership - US

- Advancing Sickle Cell Advocacy Project
- Children's Sickle Cell Foundation
- Foundation for Sickle Cell Disease Research
- Martin Center for Sickle Cell
- National Sickle Cell Advocacy Network (NSCAN)
- Networking California for Sickle Cell Care (NCSCC)
- Sick Cells
- Sickle Cells Consortium
- Sickle Cell Disease Foundation
- Sickle Cell Disease Association of America (SCDAA)
- Sickle Cell Reproductive Health Education Directive (SC RED)
- Sickle Cell Thalassemia Patients Network
- Sickle Cell Warriors

Patient Advocacy Leadership - International

Europe

- European Sickle Cell Federation

France

- Association for Information and Prevention of Sickle Cell Disease

Germany

- SAM Deutschland e.V.

Spain

- Spanish National SCD Patient Association: Asociación Española de Enfermedad Falciforme (ASAFE)

UK

- Sickle Cell and Thalassemia Support Project

- Sickle Cell Society

- United Kingdom Thalassemia Society

Global

- Global Sickle Cell Disease Network (GSCDN)

- Thalassemia International Federation (TIF)

Assess (Example): Who are the most influential patient advocacy groups, and what is their role in affecting the ecosystem?



Sickle Cell Disease Patient-led Listening Session

May 05, 2023
56 FDA attendees

OBJECTIVES

1. We hope to continue to engage with the FDA and amplify the Sickle Cell patient voice in future initiatives.
2. We would like to engage with supporting the development of guidance for stakeholders interested in supporting the needs of this underserved

TOPICS DISCUSSED (SHARED IN ORDER OF AGENDA)

Mary Brown, President & CEO of [Sickle Cell Disease Foundation](#) (SCDF) opened our session sharing the history of SCDF, its purpose and initiatives to support people living with sickle cell such as:

- Health Education, Behavioral Services
- Teen and residential summer camps
- Projects such as [Networking California for Sickle Cell Care](#) (NCSCC) and YAAM Patient-Reported Outcomes service

Regina Hartfield President & CEO of [Sickle Cell Disease Association of America](#) (SCDAA) then shared the most critical challenges of people living with sickle cell disease (SCD) which include: discrimination/health disparities, access, sustained employment, minimal or no health insurance coverage, and mental health issues. She made clear that the SCD community can be supported by being informed and have access to cutting-edge therapies and more therapy options generally. SCDAA encouraged the FDA to:

- Fast track SCD treatments
- Educate the SCD community regarding FDA's Priority Review, Orphan drug, and Breakthrough Therapy programs
- Increase communications to the community
- Involve SCD patients early and often
- Partner with SCDAA and CBOs to increase awareness of FDA activities

Teonna Woolford, CEO of [Sickle Cell Reproductive Health Education Directive](#) (SCRED) then shared SCRED's efforts and the importance of addressing the issues affecting the SCD community relating to reproduction health. These include:

- Lack of contraceptive research
- No disease modifying therapy for pregnant women with SCD



ABOUT DUCHENNE CARE ADVOCACY RESEARCH GET INVOLVED Duchenne

OUR STRATEGY & IMPACT

REGULATORY ADVOCACY

Legislation & Public Policy

Regulatory

Access & Coverage

Home > Advocacy > Our Strategy & Impact > Regulatory Advocacy

Share

REGULATORY ADVOCACY

PPMD works to ensure that patient experience is central in product reviews. We convene families and other Duchenne advocacy organizations for regulatory events, including Advisory Committee meetings and summits, designed to inform regulators about Duchenne patient experience.

PATIENT-FOCUSED DRUG DEVELOPMENT

The [Prescription Drug User Fee Act V \(PDUFA V\)](#), also known as The FDA Safety Innovation Act (or FDASIA), aligned perfectly with the dawning of a new day for community – one in which basic laboratory breakthroughs had developed into enabling the Duchenne pipeline of experimental therapies to become more robust. We immediately embraced the opportunities presented to us through PDUFA V worked over the past few years to evolve the science of patient input and advance [Patient-Focused Drug Development](#).



Home / News Release / Research and Advocacy Pays Off in an FDA Action That Will Save Lives

Research and Advocacy Pays Off in an FDA Action That Will Save Lives

US Food and Drug Administration adopts a new label on capecitabine (Xeloda) that includes a boxed warning

October 16, 2025 12:00 PM

Hertz has become one of the most prominent advocates for universal DPYD testing and labeling fluoropyrimidine-based drugs to require such tests. He serves as an unpaid medical adviser with [Advocates for Universal DPD/DPYD Testing](#), a group founded by surviving family members with a loved one who suffered and died from severe toxicity. He has worked to persuade the National Comprehensive Cancer Network and other oncology medical organizations to incorporate testing in treatment guidelines for this class of drugs. He petitioned the FDA to require labeling that alerts clinicians to the risks and presented at a conference hosted by the FDA in January 2025 to reiterate concerns and the need for testing.

Profile: Stakeholder Profiles are Finalized to Support Future Engagement Plan



Profile (Example): Which providers are effectively influencing payer decisions?

PAYER-ADVISING LEADERS

External Advisors:

- Assess relevant experts that have established connections with national and regional payers or more broadly are recognized advisors of payers within disease area of interest. Examples include:
 - Sit on payer advisory boards
 - Report consulting fees to key payers
 - Have documented connections to key internal experts
 - Have partnered with payers on research within the target disease

Budget-Focused Experts:

- Identify authors of publications discussing payer-related issues such as formulary coverage, patient access, and budget impact within target disease area
- HCPs within target specialty that have received grants from payer organizations for their research



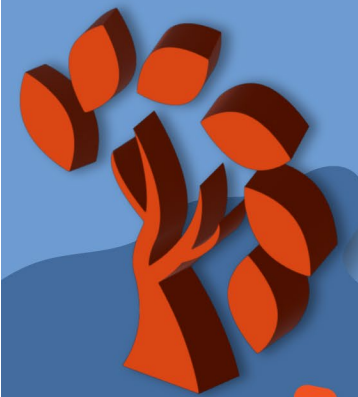
Joel Pekow, MD
University of Chicago Medicine



Christoph F Dietrich
Kliniken Hirslanden, CH



Ecosystem Mapping is Complete: Now What?



Engagement: How to Bring Ecosystem Mapping to Life

Pre-defined goals of engagement

Development of relevant materials/strategies for key targets

- Using AI to enhance engagement

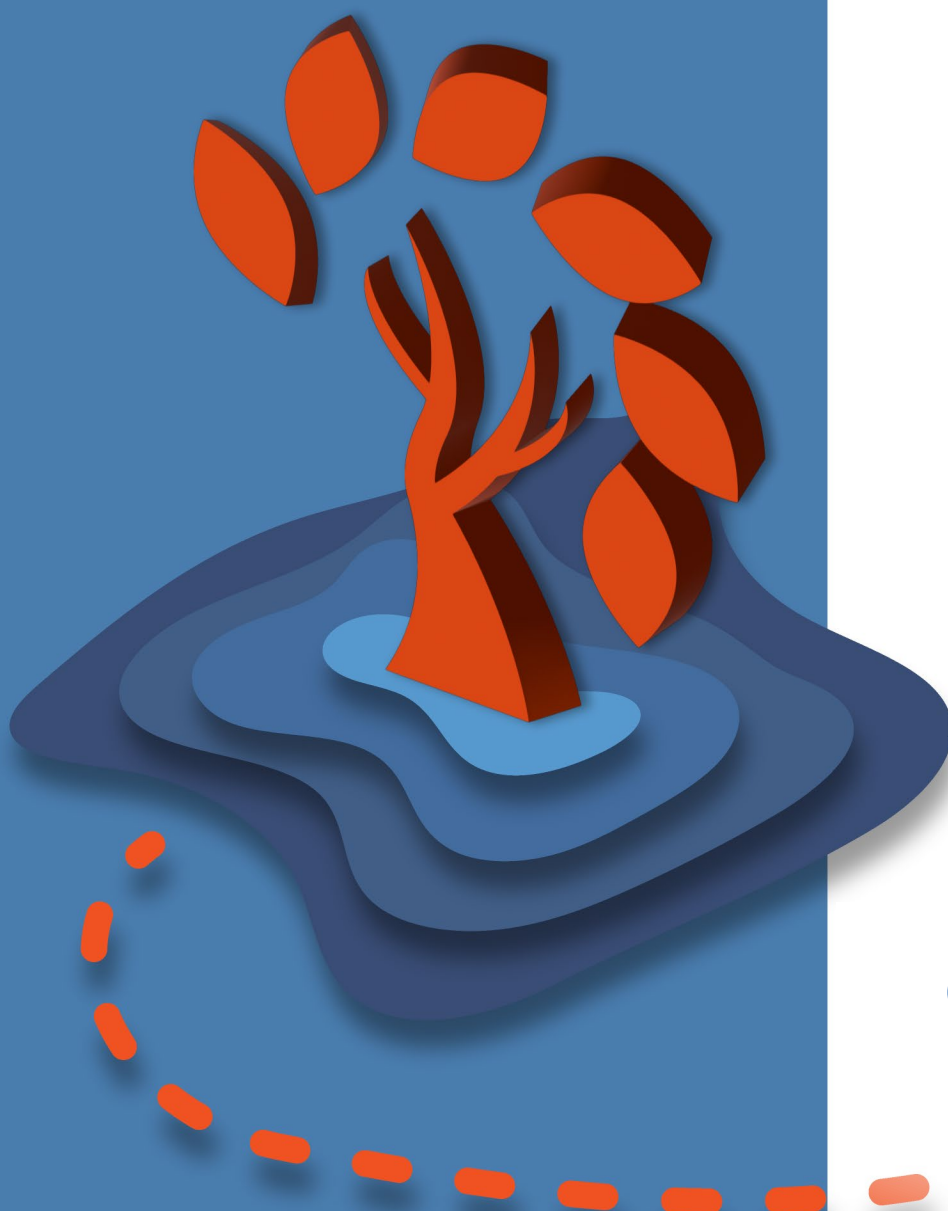
Executing based on pre-determined roles and responsibilities

- Keeping a consistently engaged cross-functional team

Consistent review and evaluation

- Set metrics for success
- Real time evolution of mapping to reflect lessons learned

How to pivot and adjust a strategic engagement plan (e.g., competitor launching, significant policy changes)



Join us for our next


Navigating Market Access with Magnolia

Real World Evidence in Health Technology Assessments

Thursday, April 23, 2026

12:00 - 1:00 PM Eastern

Connect With Us!

 [linkedin.com/company/magnolia-market-access](https://www.linkedin.com/company/magnolia-market-access)

 magnoliamarketaccess.com

Confidential – Do Not Distribute

Magnolia
market access

a medical knowledge group company