



eBook

The 2026 Guide to Market Access



Learn what key factors are driving changes to market access and technology landscapes



Discover key strategies for market access professionals to consider in 2026

Contents

Introduction	.3
Market Access Data in 2026	4
The Art of Access	.6
The Continued Rise of Artificial Intelligence	.9
Market Access Strategies for 2026	11
Learn How AccessSync Can Help	.14





Introduction from Tate Tarick, Managing Director

At AccessSync we view market access strategy and pull-through as a "team sport", and therefore have included topics for your review that impact a wide range of functional areas and product categories. The following sections highlight major themes we are focusing on to support clients throughout 2026. This includes how to manage increasing complexity embedded in coverage criteria, create compelling resources to clearly communicate access requirements, and deliver the most relevant information to key stakeholders.

As market access professionals, your efforts and engagement are always appreciated. I hope that you find this guide useful when planning 2026 activities, contributing to our shared goal of increasing patient access to life-changing medications.

Thank you for downloading the AccessSync 2026 Guide to Market Access.



Market Access Data in 2026: Rising Trends and Key Developments



Henry OyewoleSenior Director, Business Analytics

Data continues to be the lifeblood of effective market access strategies. Understanding its trends and changes is crucial to develop a successful strategy for the new year.

A FULL PICTURE VIEW

Prior authorization, step therapies, quantity limits, and other criteria limits are playing a larger role in determining how a patient can access a therapy. With the rise in more complex criteria details, market access teams cannot only look at what the coverage states, they must also understand the entire landscape at play. Otherwise, they run the risk of missing key access information that will aid them in improving patient access.

LOOKING EXTERNALLY

With the increase of pharma companies realigning resources and teams taking on larger territories with more data to decipher, outsourcing data analysis will become a key tactic to streamline access solutions. A trusted market access platform, like AccessSync™ One, offers support by highlighting where opportunities for better access are available, in addition to showcasing where coverage for a product is superior. In turn, field sales teams can prioritize their focus without having to spend hours manually sorting through market access data.







Market Access Data in 2026 (cont'd)

THE CONTINUED RISE OF ARTIFICIAL INTELLIGENCE (AI)

2025 has seen an increase in AI use across all industries, with particular focus in pharma. We are still in the early days of its adoption where it is primarily being used as a digital assistant, but as more data is ingested, the more its capabilities will increase. With the correct data, AI could become a central hub of access knowledge that can produce actionable insights at scale. Market access teams that embrace and refine its capabilities will be most prepared for the changes its increased adoption will bring.

Key Recommendations for 2026 Planning

Knowing how to get the most out of data in 2026 will greatly benefit market access teams as they plan and develop strategies for the new year. Consider the following recommendations as your team prepares for the year ahead:

1. LOOK BEYOND COVERAGE DATA

Understand all the factors that will impact a patient's ability to access your therapy. A successful strategy will be one that addresses the increasingly complex criteria details.

2. STREAMLINE DATA UTILIZATION

The pharma industry moves at a rapid pace. To remain ahead of the curve, assess what tools, internal and external, will allow your market access and field sales teams to access usable data, faster.

3. EMBRACE NEW TECHNOLOGIES

Al will continue to be a key enabler in market access in 2026. Integrating it into your strategies will allow you to uncover new insights and execute at scale.

4. BE ADAPTABLE

The new year will certainly bring new technologies and policies that are currently unforeseen. Market access teams will benefit from a strategy of adaptation and iteration as new insights arise that create both novel opportunities and risks.



The Art of Access: How Data-Driven Storytelling is Redefining Market Access in 2026



Tracy Snyder
Director, Creative Engagements

In a field that is increasingly data intensive and heavily regulated, creative assets remain a key driver in supporting market access efforts to ensure products stand out amongst competitors. Creative assets help to simplify the complex and present key information in a clear, digestible manner for healthcare providers (HCPs), patients and field sales teams. Looking ahead to 2026, market access professionals must be prepared to strike a balance between engaging storytelling, complex data, and regulatory compliance in their assets.



RISE OF DATA-DRIVEN STORYTELLING

Each year the marketplace grows more competitive. Market access teams cannot rely solely on their product's efficacy data when many products demonstrate comparable results. Streamlined access and ease of reimbursement is where individual products can stand out. Data alone cannot accomplish that task. It must work in tandem with compelling, creative messaging to tell the full story of a product's access and reimbursement journey, placing those advantages front and center.

A data-driven narrative also helps simplify otherwise complex coverage information for HCPs and office staff, who are often on the front lines of navigating access for their patients.

Brands that can achieve simplification while delivering a compelling, end-to-end access story will stand out in meaningful ways.







The Art of Access (cont'd)

STORYTELLING THAT RESONATES

Creative messaging must focus on clearly answering the question, "What's in it for me?" for every audience segment. This approach is essential for developing compelling creative messaging and assets that effectively target the intended audience.

A product's storytelling should frame the broader product landscape while incorporating localized, targeted messaging tailored specifically for HCPs and their staff. What you say is not the only factor; who you say it to and how are equally important. Otherwise, your messaging won't be relevant and won't resonate with its audience. By keeping the audience's needs at the center of your creative strategy, you ensure your message cuts through the noise and drives engagement where it matters most.



CREATIVITY AND REGULATIONS

Market access teams don't have to sacrifice dynamic, engaging messaging to meet regulatory requirements. While regulations can feel limiting, especially in creative work, striking a fair balance is essential. A sole focus on compliance can limit communication materials from truly resonating with the targeted audiences, putting the product's messaging at risk.

To achieve that balance, market access teams should collaborate with regulatory partners early in the creative process. Creative materials can therefore be developed from the start with a clear awareness of the required guidelines. The result is content that is both compelling and compliant while still delivering the clarity and relevance that HCPs and staff need to make informed decisions.



The Art of Access (cont'd)

Key Recommendations for 2026 Planning

1. CRAFT DATA-DRIVEN STORIES

Your product will stand out for its streamlined access and ease of reimbursement. Clearly communicate these advantages with a compelling, end-to-end access story.

2. SIMPLIFY COMMUNICATION

Brands are moving away from text-heavy assets in favor of simplified communications that deliver clarity.

3. FOCUS ON THE AUDIENCE

Every audience is different. Brands that tailor their messaging to their audience will stand out and drive more engagement with key decision-makers.

4. DEVELOP ADAPTABLE ASSETS

As conversations become more targeted, creative materials must be flexible enough to adapt in real time—addressing the unique needs of each HCP and their staff.

5. COLLABORATE EARLY WITH REGULATORY PARTNERS

Teams that develop creative materials with a solid understanding of current regulations will produce materials that are compliant without sacrificing relevance or impact.





The Continued Rise of Artificial Intelligence in Market Access



Aaron van Vulpen President

The technological landscape is in a state of constant evolution. In the past year, one area has seen the most growth: artificial intelligence (AI). Market access tools that incorporate AI have seen a rise in utilization and effectiveness. To stay ahead of the curve, professionals must prepare to further leverage AI to represent, categorize, and validate market access data.

THE SPEED OF GROWTH

Al has proven itself to be a game changer in analyzing and utilizing market access data in the past year. Many tasks that previously had to be manually coded can be accomplished faster by using a service that incorporates Al. However, the full scale of its impact in the field is still evolving. 2026 will see its presence continue to rapidly grow.



EFFECTIVELY LEVERAGING AI

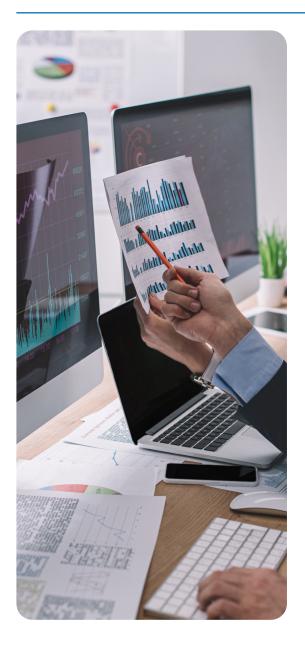
The more tasks AI consumes, the more critical tools that utilize it effectively will be. Platforms that struggle to adapt will find themselves falling behind. Not only will they take longer to deliver the same results, but the information they have access to will be limited in comparison to the insights AI can deliver. More sources of data will be available in 2026. The greater access a tool has to said data, the better insights will be delivered.

Platforms, such as AccessSync One, that adapt and find ways to incorporate AI into their systems will have a significant advantage. The willingness to experiment will also be critical in 2026. We know AI will continue to play a significant role in 2026, but the full breadth of how it will alter the landscape isn't fully realized. Looking for unique ways to incorporate AI into market access strategies will open previously undiscovered doors.



The Continued Rise of Artificial Intelligence (cont'd)

Key Recommendations for 2026 Planning



1. BE ADAPTABLE

Technology is in a continued state of flux. Market access teams that can incorporate new tools and strategies won't be at risk of falling behind.

2. CONTINUE INCORPORATING AI

The past year has proven that AI is a crucial player in market access. Its presence is not fading or even remaining consistent; it's growing steadily.

3. EXPECT MORE FROM TECHNOLOGY

As more data becomes accessible, market access teams should hold the technology they rely upon to high standards to make use of this data in practical applications.

4. EXPERIMENT WITH NEW TECHNOLOGIES

Incorporating new technologies in a "test and learn" approach can help guide you to novel insights and make your processes more effective.



2026 Market Access Guide

Market Access Strategies for 2026



Derek TancrediDirector, Strategy and Insights

The past year has seen a significant shift from a focus on general coverage to a more granular, criteria-based approach. Payer perspectives indicate a heightened scrutiny of high-cost therapeutic areas like oncology, cell and gene therapies (CGTs), and specialty drugs, including the emerging class of GLP-1s for weight loss. Moving forward, strategy will concentrate on navigating the complex prior authorization and step therapy requirements.

THREE BIG CHALLENGES TO TACKLE

- 1. The shift to criteria-based access and state-driven Pharmacy Benefit Manager (PBM) reforms have made it harder to secure predictable access. Market access teams are investing in robust evidence generation, including real-world evidence (RWE), to support value propositions and negotiate innovative contracts that link payment to outcomes. They must also investigate using advanced analytics for payer segmentation moving beyond simple tiers to understand policy nuances.
- 2. With rising costs, clinical data alone isn't enough. Payers are looking for value beyond clinical efficacy. Value stories must include how a product can reduce costs on a broader scale; for example, by preventing hospitalizations. Teams are also leveraging data on social determinants of health (SDOH) to show how a product can address non-clinical barriers to care.
- 3. More intricate payer policies mean field teams must develop a deeper understanding of market access. Companies are investing in platforms that provide real-time, actionable access data to field teams, including the use of pull-through materials, pre-call planning products, and more. This allows reps to give more accurate information to healthcare providers (HCPs) and their staff.

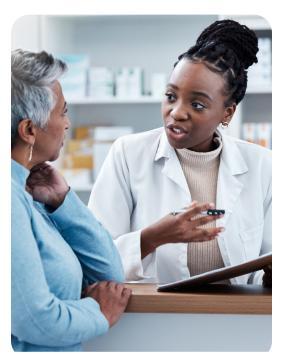


Market Access Strategies for 2026 (cont'd)

RISE OF MEDICAL BENEFIT MANAGEMENT AND PATIENT SERVICES

In 2025, medical benefit management has been on the rise. Payers are using pharmacy benefit management tactics for drugs covered under the medical benefit. To support the shift, routes for product administration and HCP education are essential.

The topic of cost and reducing the cost of therapies has also been an area of focus, the goal being to deliver therapies to more patients in need. However, if the necessary patient support and cost reduction services are not in place, then the number of patients getting the care they need will decrease.



CREATING PERSONALIZED VALUE STATEMENTS WITH AI

Al will not only be able to integrate disparate data sources into a holistic picture of a product's value, it will also enable the creation of highly tailored, data-driven value stories for specific payers and providers. An equivalent level of customization is difficult to achieve at scale.

We are already seeing this come into effect with the recent partnership between Google Cloud and Inovalon. The partnership is focused on developing an AI-enabled solution to streamline prior authorizations. This "agentic AI" system will intelligently surface payer-specific rules and documentation requirements, free up clinicians and staff from a significant administrative burden, and speed up patient access to care.





Market Access Strategies for 2026 (cont'd)

Key Recommendations for 2026 Planning

1. EMBRACE A DATA-FIRST MINDSET

Invest in the people, processes, and technology to synthesize data and generate actionable insights. Look beyond traditional coverage data to understand the full landscape of PA requirements and medical benefit policies.

2. REDEFINE YOUR VALUE STORY

Your value proposition must include a robust health economic story to demonstrate how your product addresses payer pain points.

3. INVESTIGATE AI AND PREDICTIVE ANALYTICS

Begin exploring how AI can support your team, whether it's through dynamic pricing algorithms or tools to streamline data analysis.

4. STRENGTHEN CROSS-FUNCTIONAL COLLABORATION

Market access is not a silo. Build strong partnerships with Research and Development (R&D), commercial, medical affairs, and patient services to ensure the entire organization is aligned.

5. BUILD AGILITY INTO YOUR STRATEGY

The market is changing at an unprecedented pace. Your 2026 plan should not be static; it must be built on a foundation of continuous monitoring and a willingness to adapt.



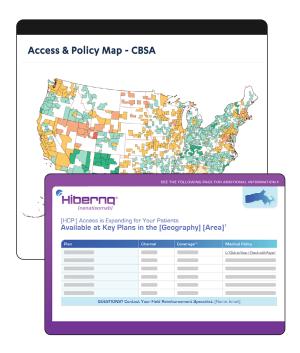
About AccessSync

AccessSync is the market leader in integrated Access Realization™ solutions that help biopharmaceutical companies overcome market access complexity and increase the number of appropriate patients their therapies reach. Our clients include some of the world's largest and most well-known biopharmaceutical and medical device brands, as well as emerging companies bringing new and innovative therapies to market.

AccessSync One: An Integrated Market Access Platform

The <u>AccessSync One Platform</u> empowers cross-functional market access teams with users across payer marketing, field sales, reimbursement, account management, and brand marketing roles. By combining configurable software and process automation with in-depth market access expertise, each user has a customized experience tailored to their individual needs.

- Unified Data: A unified "single source of truth" for all market access information
- Segmentation and Visualization: Tools to identify and target untapped opportunities down to the territory level
- Pre-call Planning: Customized payer insights and market access data for specific HCPs
- Pull-Through Resources: Real-time creation and distribution of dynamic data-driven resources
- Integrated Technology: Connected to the systems and tools widely used by field sales and market access teams



Professional Services

AccessSync provides a range of services that complement our technology and help biopharma companies navigate market access complexity.

Access**Sync** Data

Accurate market access data integrated from multiple sources

Access**Sync** Creative

Custom resources dynamically generated for targeted outreach

Access**Sync** Consulting

Strategic market access advisory with deep operational execution



2026 Market Access Guide

Page 14



Ready to Achieve Success in 2026?

Success in this evolving landscape will require agility, creativity, and collaboration.

By staying ahead of technological trends and building strategies that leverage the strengths of your team, you can successfully meet the demands of 2026 while also shaping the future of market access for your organization.

Schedule a meeting

Get in Touch

To discuss your Access Realization[™] challenges and to learn where AccessSync[®] can help, connect with an Access Realization specialist



