WHAT HCPS REALLY THINK ABOUT MARKET ACCESS IN 2025

Real insights from providers.
Clear action for brand and access teams.

REPS STILL LEAD THE ACCESS CONVERSATION

But HCPs only trust the ones who show up with specifics. Reps remain the top source for access info, but sales teams must equip them with accurate, localized data.

#1 source for coverage & savings info: **Pharma reps**

Only **15%** of HCPs are very *confident* in rep-provided access detail

PERSONALIZATION IS NO LONGER OPTIONAL

HCPs want coverage insights that reflect their own patient mix – not national averages.

VERY IMPORTANT

86%
say plan-specific info is *important* or *very important*

7 in 10
are more likely to act when data reflects their own coverage environment

COST IS DRIVING PRESCRIBING DECISIONS

Providers are balancing clinical confidence with patient affordability and payer friction.

89% say out-of-pocket cost is a key factor

90% have changed a treatment based on coverage

85% say prior authorization clarity is helpful

HCPS WANT SUPPORT INSIDE THEIR WORKFLOW

Most providers haven't been trained on how to find access info in the tools they already use.

85% say getting formulary info in the EHR would be helpful

79% are open to rep support navigating access tools

DIGITAL CHANNELS ARE GROWING – BUT REPS STILL DRIVE ACTION

HCPs expect to find cost and coverage details across channels, but trust and invite human guidance.

54% use a brand.com site to check coverage (up from 46% last year)

Reps are still the top source in oncology and rare disease access conversations

AccessGenius™
A PRECISION AQ™ PRODUCT

Access Genius empowers your field strategy with real-world coverage insights that reflect what HCPs actually face.

- Localized plan data
- EHR-aligned support
- Actionable insights reps can use today

Learn more:
precisionaq.com/access-genius

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