

A background image of a diverse group of business professionals in a meeting. A man in a blue shirt is speaking and gesturing with his hands, while others listen attentively. The scene is set in a modern office environment with a conference table, papers, and glasses.

8A KAM Model™ - A Key Account Management Model for Pharma



8A KAM Model™

- There is no doubt that the success of any key account management approach is in having a robust and workable account plan that will deliver the outputs desired for the account team, the organisation and the customer. The challenge is that many account managers in pharma lack the skill in creating robust account plans. This has been caused by several factors including a lack of training & coaching, overcomplicated planning models and templates, and a possible 'life-time' of being driven by (now archaic) Key Performance Indicators centred around dubious customer target lists alongside inappropriate frequency and coverage activity measures. The more enlightened commercial arms of pharma are now realising that a 'team' delivery of the account plan and its tactical objectives is the key to account management success.
- To help with this process, I have developed a free to use 'sense-check' framework called the 8A KAM Model™ which can be used to do a 'check' on any account plan regardless of which planning framework the organisation uses (e.g. P.E.S.T.L.E.). The model covers the key questions that should be asked of any account plan and will allow account managers to ensure their plan for whatever brand they are promoting is robust, deliverable and has the support of all key stakeholders.

8A KAM Model™ - A Key Account Management Model for Pharma



8A KAM Model™ - A Key Account Management Model for Pharma

Access	• The brand is accessible for Rxing (STAs / Formularies)
Autonomy	• The brand is highlighted & recommended in Therapy Area Guidelines
Advocacy	• The brand has Influential Key Opinion Leader Advocates
Awareness	• Specific Promotional Activity to raise awareness
Ability	• Customer capability to use the Brand – Educational Activities
Advancement	• Market Development and / or Service Enhancement Activities.
Accountability	• All Account Team members know their roles & objectives
Acceptance	• All key Stakeholders have signed off, and committed support to the account plan.

Copyright (All Rights Reserved) - Allan Mackintosh 2015-2021

- Provides a framework and a 'sense check' for ensuring the key areas of operation are covered within the account plan.
- Each key area should be analysed and specific outcome objectives agreed that cover each area.
- Depending on the brand and its 'history' not all key areas will have specific outcomes objectives. e.g. Access – if NICE / SMC approval and local Formulary acceptance.
- If a portfolio of brands are being sold in an account then a separate 'brand account plan' should be considered especially when brands are in different therapeutic areas.
- Some aspects may need to be worked on at both a National and Local level – e.g. Access, Autonomy & Advocacy, so there needs to be co-ordination between national and local plans.
- Cross Functional Team working is essential as is Stakeholder engagement.

8A KAM Model™ - A Key Account Management Model for Pharma



Access

- The brand is accessible for Prescription (STAs / Formularies / Funding)

Autonomy

- The brand is highlighted & recommended in Therapy Area Guidelines

Advocacy

- The brand has Influential Key Opinion Leader Advocates

Awareness

- Specific appropriate Promotional Activity to raise awareness

Ability

- Customer capability to use the Brand – Educational Activities

Advancement

- Market Development and / or Service Enhancement Activities.

Accountability

- All Account Team members know their roles, objectives & measures.

Acceptance

- All key Stakeholders have signed off, and committed support to the account plan.

8A KAM Model™ - A Key Account Management Model for Pharma



If you have any queries on the use of this model, then please email or call us direct on:

allan@partnersteamdevelopment.com
++44 (0) 776 4168989