

Bring us one product.

From pharmaceutical strategy to Saudi payer decisions and provider execution.

Demand is not uptake.

A prescription creates an opportunity. Payer evidence, formulary position, authorization and provider workflows determine whether that opportunity becomes treatment. Use these questions to frame a product review before choosing the intervention.

01 Define the product reality.

What is the lifecycle stage and commercial ambition? Where is performance diverging from the forecast? Separate confirmed observations from assumptions and establish the baseline.

02 Find where access friction concentrates.

Examine relevant payer, provider, channel and account variation. Trace the pathway from coverage and listing through authorization, documentation, claims and dispensing. Avoid assuming one national average describes every account.

03 Connect evidence with the decision.

Which decision needs support? What product value story, local evidence or documentation is required? Confirm the current requirements, their source and the responsible owner.

Planning aid only. This guide is not a regulatory, clinical, coding or reimbursement opinion. No product-specific eligibility, approval or growth outcome is implied.

Turn the diagnosis into action.

04 Give execution a usable kit.

Translate the agreed approach into payer-specific pre-authorization kits, accurate documentation checklists, code-mapping considerations, field training and escalation responsibilities. The actual clinical record must determine clinical information and coding.

05 Measure and keep the loop open.

Agree the measures, time window and source before intervention. Review authorization outcomes, repeat denial patterns and time to access where authorized data is available. Assign actions and refresh tools when requirements or behavior change.

The 5M operating method

Measuring Metrics - Establish the product situation and evidence baseline.

Masterplanning - Prioritize the access and commercial response.

Managing - Coordinate owners, tools and implementation.

Maximizing - Refine the opportunities supported by the evidence.

Monitoring - Review the signals, refresh the plan and maintain ownership.

Prepare for a first conversation

Share the product, lifecycle stage, company, role and current commercial question. Business context is sufficient for the first contact. Do not send patient information, medical records or confidential case data through a website inquiry.

contactus@5m.consulting

+966 56 939 3938 | Riyadh, Saudi Arabia

Source basis: 5M foundation materials, service breakdowns, access-analysis frameworks and current messaging governance. The framework is presented as an advisory method, not a record of client outcomes. Sources and publication decisions are documented in the accompanying launch notes.