

Overcoming gross-to-net challenges in pharma

How to spend less time on data reconciliation and operational processes, and more time assessing results

Whether you are a pre-launch pharmaceutical manufacturer or already established, if you don't have a precise grasp on the gross to net (GTN) of your products, you may be over- or understating their profitability. And that can result in regulatory complications, dissatisfied stakeholders, and negative impacts to your brand's reputation.

In the webinar, "[Gross-to-net strategy: A pharma company's competitive advantage](#)," we take a closer look at the challenges manufacturers face when trying to determine GTN, as well as best practices for overcoming those challenges.

Challenge: Revenue accounting is time consuming and difficult

Best practices

- Improve speed-to-market through efficient delivery, repeatable processes, and advanced analytics
- Reduce cost of ownership by avoiding capital expenses related to staff and technology procurement and implementation
- Streamline operations by tailoring your repository of forecasting and accrual methodologies to match the contracting nuances of your product portfolios

Challenge: You can't depend on technology alone

Best practices

- Build a cross-functional workforce with skilled GTN, finance, and accounting professionals with deep life sciences experience
- Implement advanced analytical capabilities that provide actionable data to drive business decisions
- Closely monitor regulatory changes and make recommendations to update methodologies and tools accordingly

Challenge: Revenue accounting drives essential business strategy

Best practices

- Transactional details and reporting from government and commercial contracting should be provided to your market access and finance teams
- Reporting outcomes should provide a transparent trail from accounting back to transactional data, ready for management and auditor review and signoff
- Revenue deduction outcomes will reduce volatility in estimates, reconcile with financial reporting, and provide important insights to stakeholders outside finance

For more details on best practices for overcoming GTN challenges, as well as how to develop a GTN strategy that meets the specific needs of your company, watch the on-demand webinar.