

A Week in the Life:

Senior Market Access Consultant



Market Access consultancy at WEP Clinical sits at the intersection of strategy, access planning, and real-world program delivery. This means moving between client proposals, early access programs, strategic commercialization frameworks, and the practical details that help access projects run smoothly.



By Tanha Ahmed

Senior Market Access Consultant

Monday: Planning the Week and Building the Right Approach

Monday mornings begin with our Global Market Access team meeting. It is our opportunity to step back, review every active project, and make sure everyone is clear on the priorities for the week ahead. Because our projects are highly collaborative, a piece of work may involve our interns, associate consultants, consultants, and directors, with each person contributing at a different stage. We review upcoming client deadlines, agree who will lead each activity, and make sure time has been set aside for senior leadership review before anything is sent externally.

That planning is especially important because the deliverables can vary considerably. One project may involve advising a client on launch planning. Another may focus on developing a policy for how early access should be managed in a given country. We may also be asked to create a broader Center of Excellence framework, helping a company decide how it should approach access programs consistently across its portfolio.

We also use Monday's meeting to review the Business Development pipeline.



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This includes standalone Market Access consultancy opportunities as well as Named Patient Programs (NPPs) and other access programs where Market Access will form part of a wider WEP Clinical solution. For each opportunity, we consider the client's needs, the asset, its development pathway, and the type of support that may be required. We then begin shaping the proposal around those factors rather than using a standard approach.

By the end of Monday, we have a clear plan for the week: which proposals and client deliverables are moving forward, who is contributing, when internal reviews will take place, and what needs to be ready for the client by Friday.

Tuesday: Mentoring and Cross-Functional Project Alignment

Tuesday tends to be my most internally focused day. I begin with catch-ups with our Market Access interns and newer consultants – checking in on their projects, but also on their broader development. It is important that junior team members understand how their piece of work connects to the wider picture, because that context shapes the quality of what they produce. One thing I always emphasize is the importance of a clear audit trail: files, decisions, and working documents need to be structured so that any colleague can pick up where another left off.

Later in the day, I join internal calls across the projects I support – some standalone Market Access consultancy, others wider programs involving other WEP teams. On a cross-functional program my role is not to lead every specialist area, but to make sure the workstreams stay connected and the right conversations happen at the right time. This is what I find most energizing about the role. Within the Market Access team, projects are shared rather than siloed. Everyone contributes ideas, works across different program types, and learns from one another. That same dynamic plays out at the WEP Clinical level too. Bringing in the right subject matter experts at the right moment means the advice we give clients is not just strategically sound, but grounded in the practicalities of delivery.

The deliverables arising from these programs can be very practical. I may need to review and add Market Access input to a Project Management Plan, prepare information on rebates or pricing considerations, or provide oversight of a Data Collection Agreement. These may look like separate documents, but they all influence how the program will work in practice. Market Access needs to stay connected to the day-to-day activities so that decisions around access, pricing, and data collection showcase operational excellence.

Wednesday and Thursday: Developing the Client Deliverables

Wednesday and Thursday are usually my busiest days. Friday is the most common deadline across my projects, so I try to protect as much focused time as possible from midweek onwards. This is when research, internal discussions, and specialist input need to come together to inform client deliverables.

Of course, unexpected questions still arise. Consultancy requires flexibility, so part of the role is continually reassessing priorities and deciding what needs attention first. But this is where having a collaborative team becomes invaluable. If I need to focus on an urgent deliverable, I know my colleagues can support other areas of the project and keep work moving.

The approach I take depends on the project. For a new opportunity, I may be leading a proposal slide deck. This involves taking the background research completed previously and translating it into a proposed solution. The deck needs to show that we understand the asset and the client's challenge, explain what WEP Clinical would deliver, and set out how the relevant functions would work together.

For a strategic consultancy project, the deliverable may instead be a framework or directive. A client may ask us to develop an early access policy defining how it will make decisions when it receives unsolicited requests for an investigational product. Those decisions have a direct bearing on real patients – people who may have no other treatment options – which is why getting the policy right matters so much.

Another client may need a framework explaining how early access programs should be governed across its portfolio, including the principles, responsibilities, and decision-making processes that should be applied consistently.

These two days move between detailed editing and strategic review – working with our Market Access Directors to check that slides flow, recommendations are specific enough, and the document gives the client something it can realistically act on.

Friday: Finalizing the Work and Delivering on Our Commitments

Friday is often deadline day, so I begin by reviewing the latest comments and checking that every action from the internal review has been addressed. This may involve updating a recommendation, clarifying a regulatory point, refining the description of a proposed delivery model, or reorganizing slides so that the story is easier to follow.

Some Fridays also include a client presentation. When this happens, the colleagues from across different departments who contributed specialist sections of the proposal join the call and lead the discussion on their respective areas. This gives the client direct access to the people who would support the work and allows each expert to speak confidently about their own area. That level of cross-functional support is often important to clients. They are not simply reviewing a presentation created by one department. They can see how the different teams would work together to manage the program and how much expertise is available internally.

Following the calls, I capture any feedback and confirm the next actions with the internal team. A proposal may need further tailoring, while a strategic framework may move into another stage of client review or implementation planning.

Before finishing the week, I also check that our working documents and records are up to date. This means the team can return on Monday with a clear understanding of what was delivered, what the client has requested, and what needs to happen next.

No two weeks look exactly the same, and that is what I value most about this role. The work is complex, the questions are rarely straightforward, and the decisions we help clients make have real consequences for patients who may be waiting on access to a treatment. That sense of purpose runs through everything, from the Monday planning meeting to the final Friday delivery.



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