

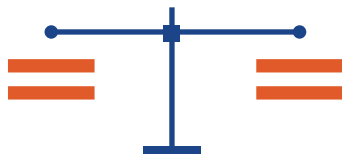
In categories with increasing payer restrictions, how do you maximize prescribing?

Payer Sciences optimized pull through by:

- 1) ensuring competitors at parity were not perceived as advantaged
- 2) ensuring our client capitalized on favorable coverage

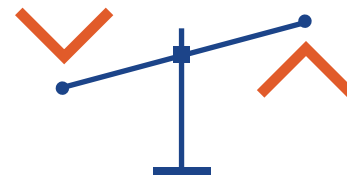
Pull through is often disregarded in highly restrictive categories. But in this case, Payer Sciences helped a client achieve gains with a customized deployment of our proprietary tool, the **Pull Through Optimizer (PTO)**, which uses coverage information to customize messages for healthcare professionals (HCPs).

This product competed in a therapeutic area where most branded options were denied access unless HCPs argued for medical necessity.



Where there was **PARITY**

PTO helped correct HCP misperceptions of inferior coverage, so the brand would be prescribed for appropriate patients.



Where there were **ADVANTAGES**

PTO highlighted preferential formulary positions, motivating HCPs to advocate for coverage for appropriate patients.

THE RESULT

Brand volume change was
21% greater for PTO users
vs non-users
3 months following PTO deployment

PS Ready to work with us?
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PayerSciences
Engineering the art of access

