

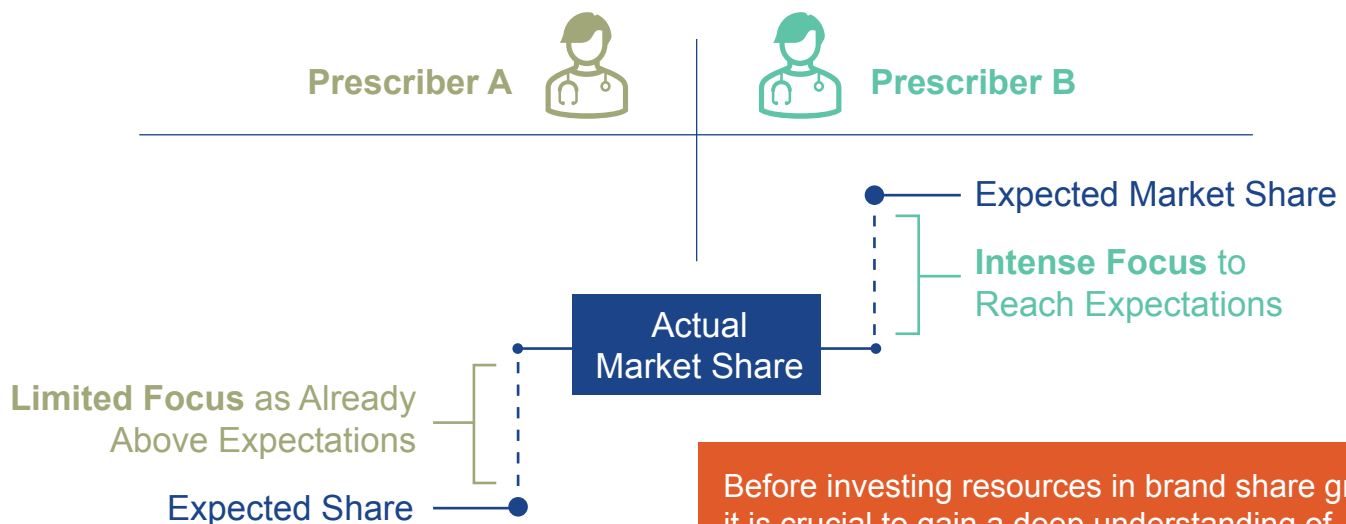
How do you harness HCP-specific coverage to prioritize sales resources?

This is how Payer Sciences defined a new access-informed metric—“expected share”—to help field representatives direct their efforts toward HCPs with the greatest potential to grow brand share.

Our client, the owner of a mature specialty brand, wanted to uncover incremental opportunities for growth. Because Payer Sciences knows that a prescriber’s real or perceived access environment can affect demand, we applied sophisticated analytics involving multiple data sources to identify which HCPs offered the best prospects for growth. The prime targets turned out to be HCPs with favorable coverage conditions and a history of prescribing the brand, but with recent prescribing levels below their “expected share.”

These insights, delivered via our proprietary [Pull Through Optimizer \(PTO\)](#), empowered sales representatives to perform more targeted territory planning and focus their efforts toward “underperforming” HCPs who are not taking full advantage of brand access.

Share expectations differ when coverage differs



Before investing resources in brand share growth, it is crucial to gain a deep understanding of **unique coverage environments** at the individual HCP level. Payer Sciences can help.

PS Ready to work with us?
info@PayerSciences.com
 (973) 998-7501
www.payersciences.com

PayerSciences
 Engineering the art of access

