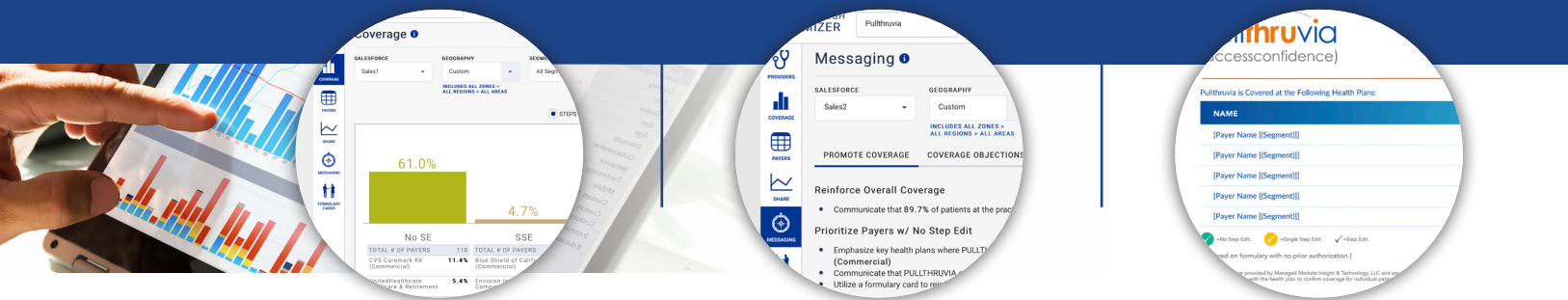


With no coverage clarity, how do you make your point?

This is how Payer Sciences helped a client's sales representatives translate the chaos of varying coverage scenarios into pointed messages leading to **18% greater market share growth**.

When it comes to pull through, lack of nuance means lack of relevance to prescribers. With the frustration of widely variable and fluctuating access, the field team was unable to effectively detail brand coverage. Payer Sciences customized and deployed its proprietary tool, the **Pull Through Optimizer (PTO)**, with data analytics ranging from regional trends down to individual HCP usage. This enabled reps to raise the relevancy of access messaging at every prescriber engagement.

“*Best tool I've ever seen in pharma.*”
—Area Business Leader



Analyzed coverage data at the prescriber level

Recommended messaging to instill confidence in coverage

Made detailing brand access simple and easy

Here, the effectiveness of the PTO was proven.

17.9% greater market share growth*

*In geographies with more frequent PTO use vs those with less frequent/no PTO use

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

