

How do you anticipate payer coverage when launching in uncharted territory?

Learn how Payer Sciences built a custom methodology for a novel market situation to help a client segment and prioritize payers.

Our client faced a unique situation for which there was no good, single analog that would help to predict payer behavior. So our analysts got to work devising a unique approach based on 4 carefully selected analogs, each representing specific aspects of the brand's coverage potential. The team then devised an original scoring system to assess each payer's management for each of the 4 analogs—an innovative methodology that helped forecast which payers were most worthy of attention. The exercise relied on inputs from multiple data sources, including claims data, formulary policy, coverage data, and account mapping. The outputs separated payers into high, medium, and low market opportunity categories.

Restrictiveness Scoring for ABC Healthcare for Each Coverage Position



Important prelaunch communication was deployed to the payers with the highest potential or greatest likelihood to restrict coverage.

PS Ready to work with us?
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