

When all things seem equal, how do you prove your worth?

This is how Payer Sciences helped a product vulnerable to generic substitution secure unrestricted access at launch, **achieving its 90% coverage goal.**

No population health decision maker wants to pay more if they can get the **same for less**, especially in the high-cost oncology space. In this case, there were misperceptions that a generic injectable could be substituted for a branded oral. Despite doubt that the oral formulation would lead to better outcomes, Payer Sciences cross-disciplinary specialists built a unique story that pushed the brand beyond its expected access threshold.



Branded
Oral



Generic
Injectable

- Same active ingredient

- Different plasma exposures
- Different clinical results

1 Resonate

Translated extensive cost data into a concise payer-relevant story about economic burden of disease.

2 Differentiate

Synthesized complex PK/PD data to distinguish the product and give credence to improved clinical outcomes.

3 Communicate

Crafted a brand story to highlight the improved experience for patients with advanced disease.

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

