

## How do you convince decision-makers of a product's economic value?

Learn how Payer Sciences translated health economic data into clear and compelling messages to fill a knowledge gap

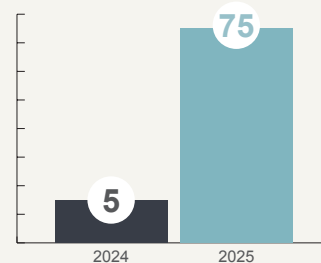
Our client faced a common problem—population health decision-makers at IDNs were not aware of the economic benefits of our client's vaccine brand.

At Payer Sciences, we know effective messaging starts with understanding the needs and priorities of IDN stakeholders—in this case, reducing medical costs and resource utilization associated with vaccination. Drawing upon our robust network of healthcare professionals, we interviewed population health decision-makers to identify the gaps in their understanding of our client's vaccine and determine what messages and data they found most compelling.

This allowed us to create a FDAMA 114 product presentation that resonated across the IDN ecosystem, including Infectious Disease Directors, Directors of Operations, Chief Medical Officers, and Employee Health Departments. Along with this presentation, Payer Sciences developed supplemental materials and trainings for the account team to help them translate the important economic data and information to their customers.



Customer Engagement Goals  
- Meetings Scheduled



IDN brand interest and awareness reached an all-time high, and customer engagement goals set by the client were increased 5-fold due to newfound interest in the product.

**PS** Ready to work with us?  
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