

# How does a commitment to training transform your Pull Through tool utilization?

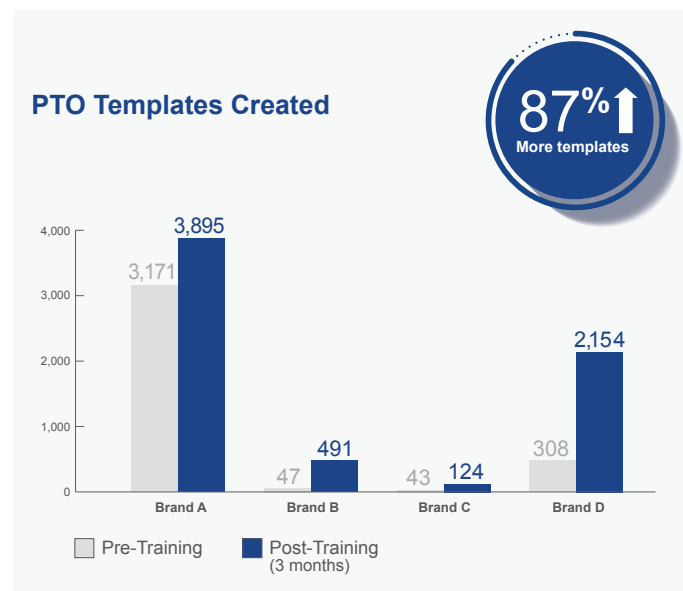
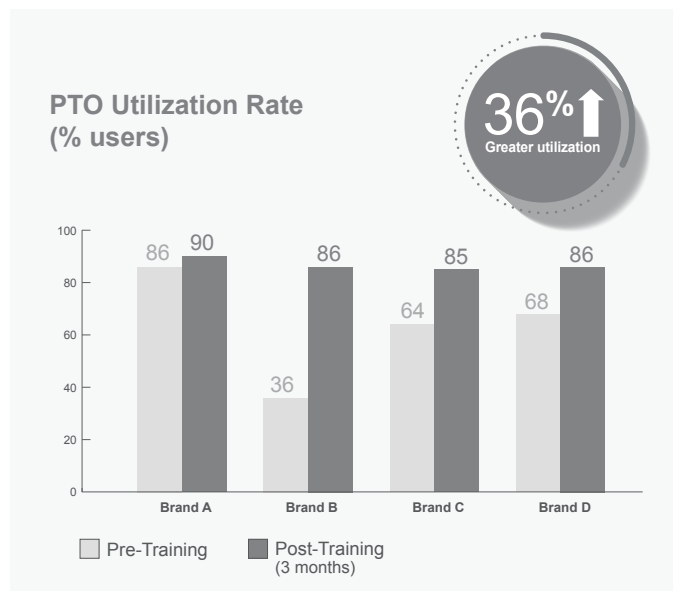
Learn how Payer Sciences helps clients improve the effectiveness of their sales force by maximizing the usage and impact of the Pull Through Optimizer through education and training

Use of the Pull Through Optimizer (PTO), Payer Sciences' dynamic pull through tool, has been associated with measurable improvements in brand volume and market share.

To maximize PTO utilization, Payer Sciences developed a comprehensive training program that includes pull through 101, content review and application, strategies to increase prescribing and instill confidence in coverage, and technical support for the tool. These resources are delivered through hands-on workshops, newsletters, and on-demand support.

To demonstrate the value and impact of PTO training, we conducted an analysis of PTO utilization by representatives for 4 different brands. Results confirmed what we suspected—that when properly trained, representatives from all 4 brands significantly improved utilization rates and increased template generation.

Since increased PTO utilization leads to higher pull through sales, Payer Sciences continues to invest in training programs to ensure all our PTO clients are using the platform to its fullest potential.



Post-training, PTO utilization increased an average of **36%**, and template creation increased an average of **87%**

**PS Ready to work with us?**  
[info@PayerSciences.com](mailto:info@PayerSciences.com)  
 (973) 998-7501  
[www.payersciences.com](http://www.payersciences.com)

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