

# HCPs are not as autonomous as you think

78%

of HCPs are employees of hospitals, health systems, or corporate entities

- So who are the **real** decision-makers?
- And **why** does it matter?

Identify

## “high control”

systems and focus economic  
messaging to population  
health leadership



Identify

## “low control”

systems and focus  
clinical messaging  
to HCP prescribers



Power strategic decisions with IDN insights to effectively target your messaging and resources.

Ready to align your spend with the trend?

Contact:

[info@PayerSciences.com](mailto:info@PayerSciences.com)

973-998-7501

[www.payersciences.com](http://www.payersciences.com)

**PayerSciences**  
Engineering the art of access

