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Comprehensive Mix Modeling

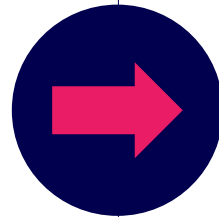
Adding Market Access to the Mix



Payer Sciences' comprehensive mix modeling includes access-related variables for the full picture

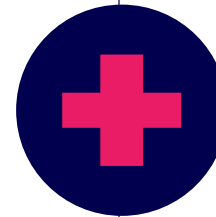
Results >

Comprehensive Mix Modeling



Common Variables

- 1:1 interactions
- Group events
- Samples
- Leave behind materials
- Nonpersonal promotion
- Co-pay cards



Access-Related Variables

- Brand restrictiveness
- Competitor restrictiveness
- Discount redemption
- Pull-through communications



A real-world example of comprehensive mix modeling

Contribution to brand volume by category

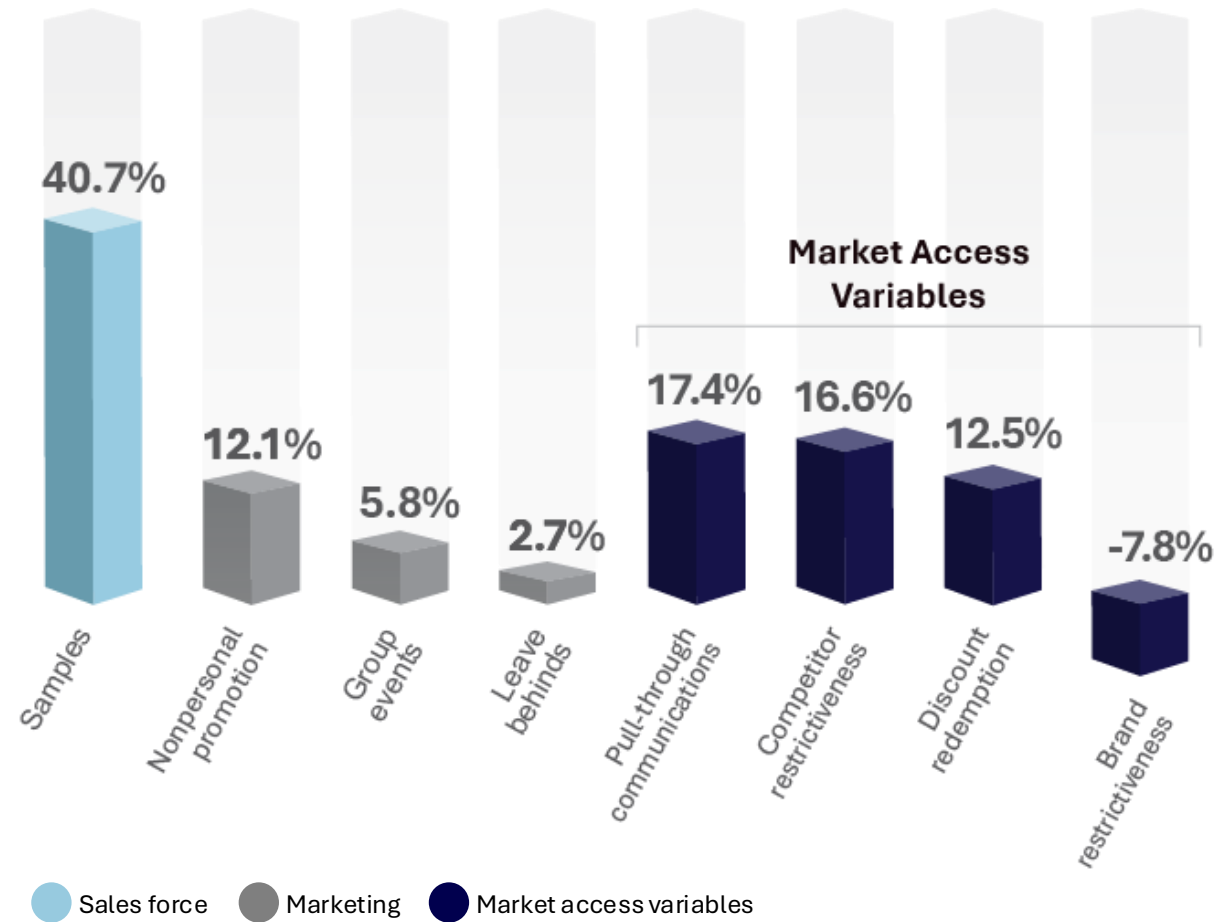
IN A RECENT ASSESSMENT CONDUCTED BY PAYER SCIENCES

39%

of brand volume was attributed to market access variables

This analysis helped our client determine where to invest marketing dollars to get the best ROI.

Contribution to brand volume by variable



PAYER SCIENCES

Engineering the Art of Access

Founded in 2009 and a Publicis Health company since 2018

Defining and advancing the practice of data-enabled market access marketing

Turning complexity into clarity with data engine insights and creative storytelling

Creating an impact with best-in-class products and services on the exact access decision-making stakeholder with data-driven value messaging

We make access happen

