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Contracting

Optimizing GTN Over Time



Payer Sciences helps brands optimize GTN over time

Details >

1

INTEGRATE

Integrate 3+ years of historical coverage and volume data across all products in the market, plus any relevant analogues

2

ANALYZE

Analyze the data to determine the relationship between coverage position and utilization across all HCPs in the market

3

ESTABLISH

Establish coverage goals aligned to expected HCP use

4

CALCULATE

Calculate breakeven (BE) rebate rates for key coverage positions for each Payer/PBM

5

FORECAST

Set HCP-level volume forecasts based on coverage position



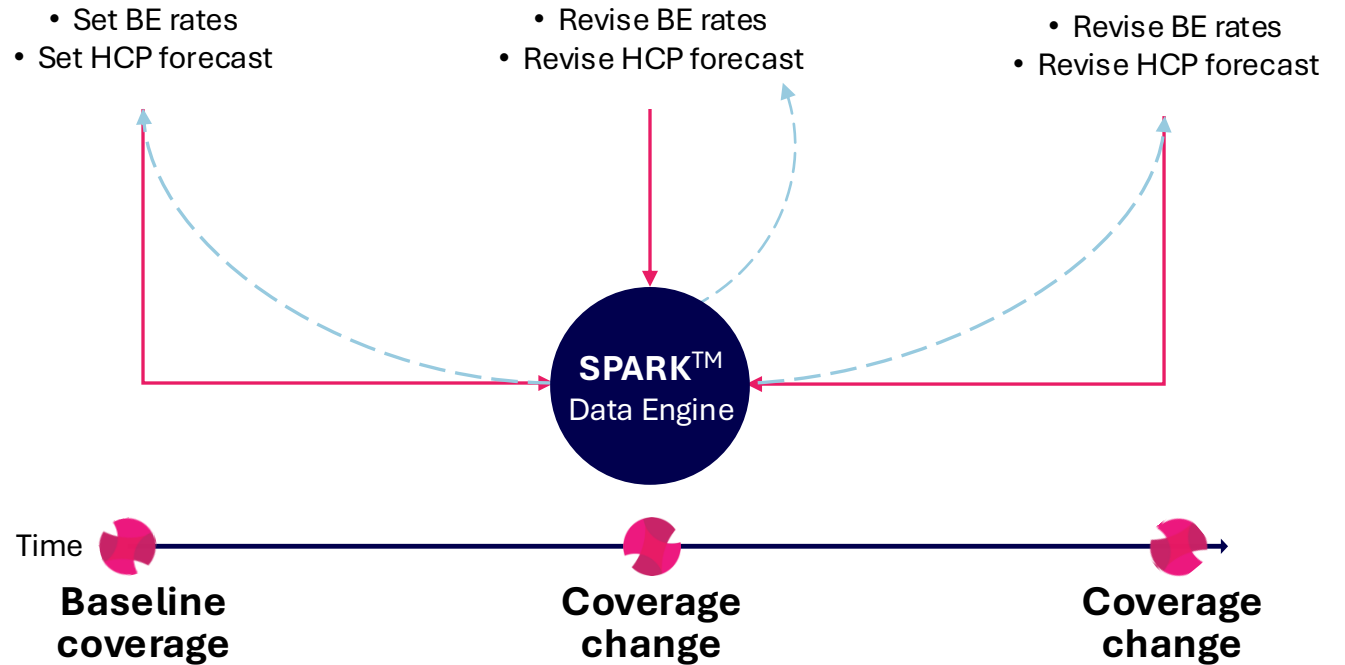
Balance coverage criteria and rebates for each HCP with continuous updates

Establish the Model

Run regression analysis to quantify the impact of coverage changes on share change for each HCP, then aggregate the results for each payer

Keep Insights Current

Leverage the algorithm to refresh regression analysis after every event



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

