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Gini Score

Evaluating Payer Behavior

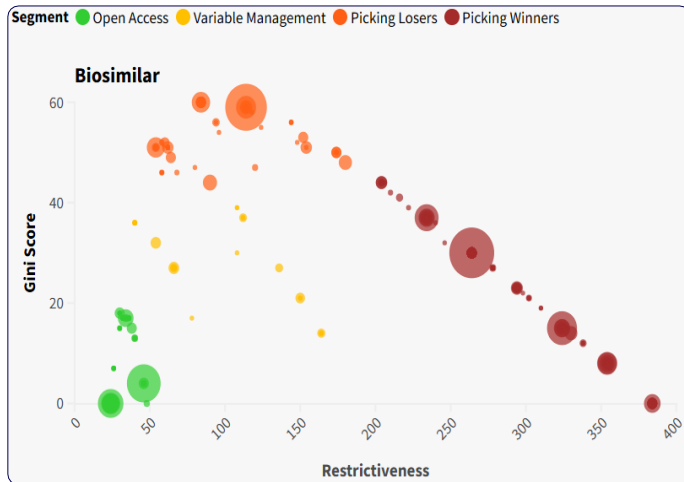


Payer Sciences transforms payer management complexity into clear guidance for action

Analyzing coverage data through the lens of the Gini score characterizes payer coverage with a consistent objective approach, building portfolio efficiencies and customer-centric messaging

SINGLE THERAPEUTIC AREA (TA)

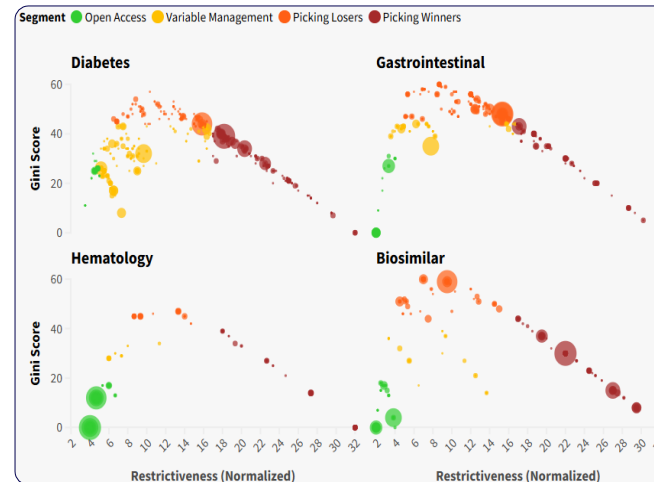
Enables tailored strategies for specific accounts



Real-World Examples

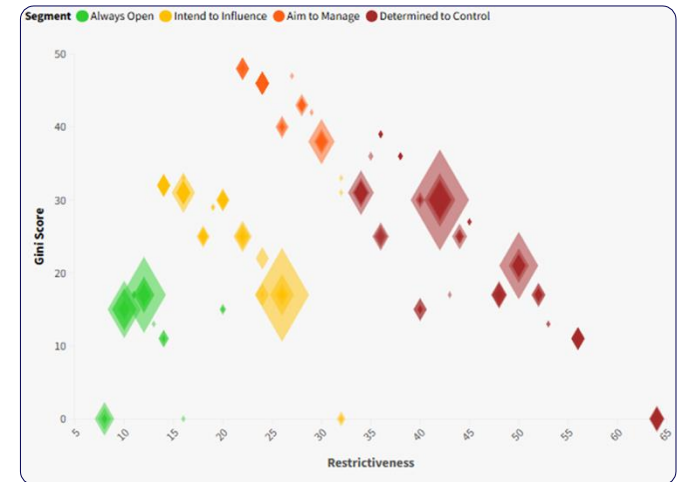
MULTIPLE INDIVIDUAL TAs (PORTFOLIO)

Delivers insights to predict payer behavior



IN AGGREGATE

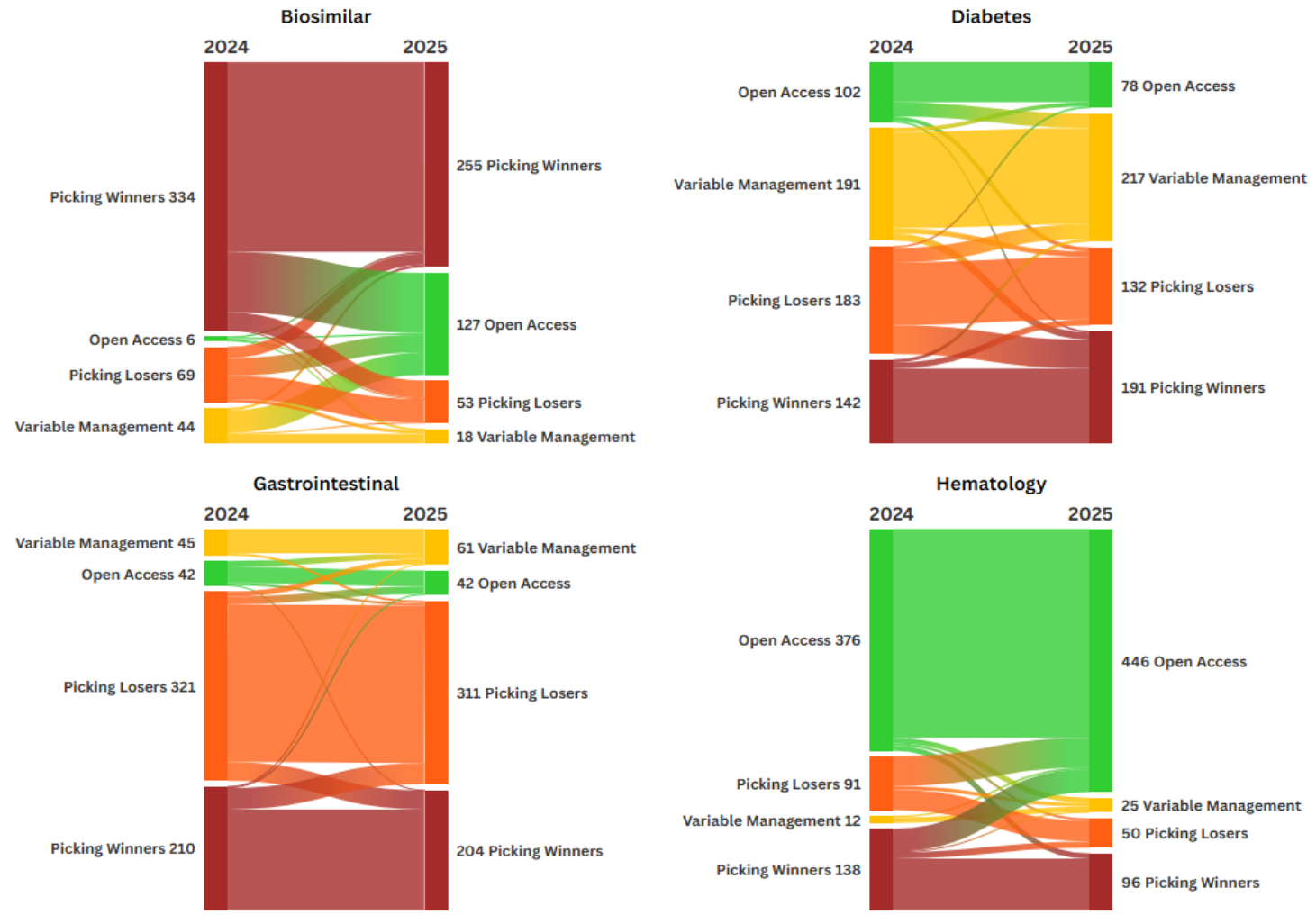
Defines profiles based on Payer behavior across all TAs



The Gini score is a proven approach to evaluating payer behavior

With these insights, market access teams can monitor evolving dynamics of payer behavior across a portfolio of therapeutic areas

- Open Access**
 Covers all products with the least restrictive approach
- Variable Management**
 Uses a mix of coverage positions to obtain the desired level of restrictiveness
- Picking Losers**
 Uses medical exceptions for a few drugs while granting open access to the majority of options
- Picking Winners**
 Requires medical exceptions for the majority of drugs and grants open access selectively to a few products, often excluding entire drug classes



Real-World Examples

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

