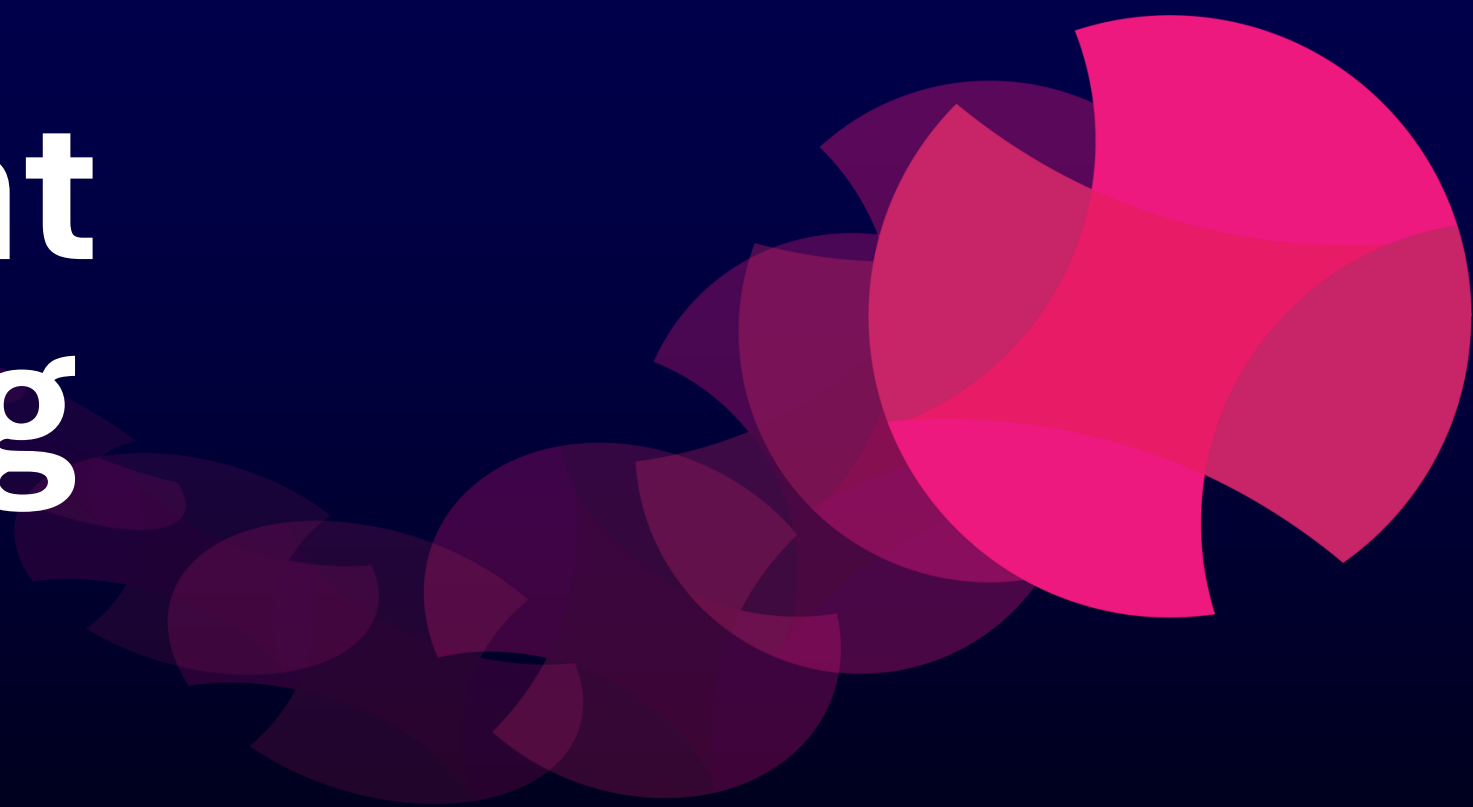


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Intelligent Marketing

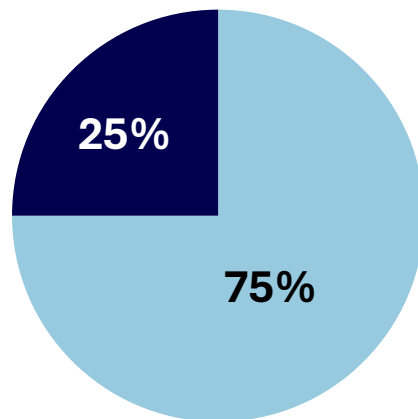
Expected Market Share



Payer Sciences optimizes access to identify the best opportunities for growth

Expected share is a versatile calculation that evaluates performance relative to expectations given the HCP's overall access.

Prescriber A 



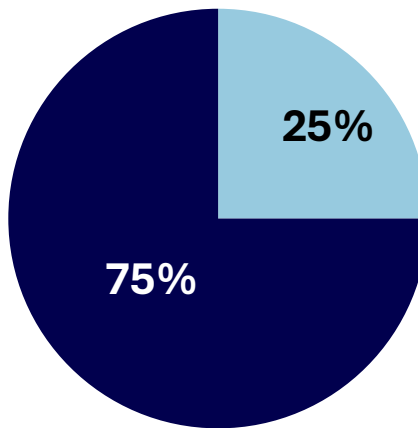
Coverage mix

Expected share

15%

- 5% Below expectations

Prescriber B 



Coverage mix

10% Current share
Prescriber A & Prescriber B

+ 4% Above expectations

6%
Expected share

 Covered  Not covered



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

