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PTO™

Pull Through Optimizer



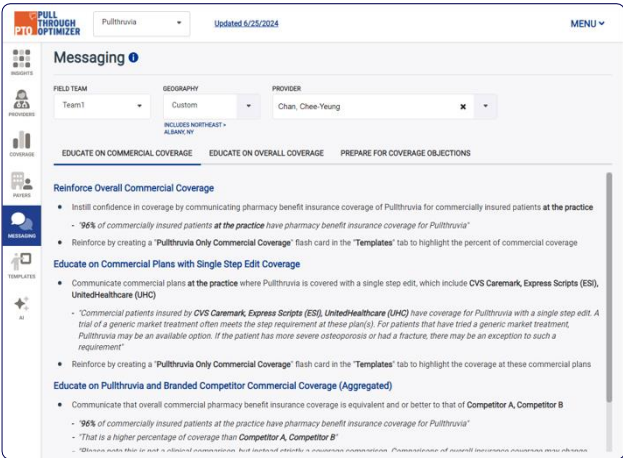
Payer Sciences has developed the Pull Through Optimizer (PTO) — a best-in-class pull-through platform compatible with CRM systems, including Veeva

Results >

“Best tool I’ve ever seen in pharma.”
— National Sales Manager

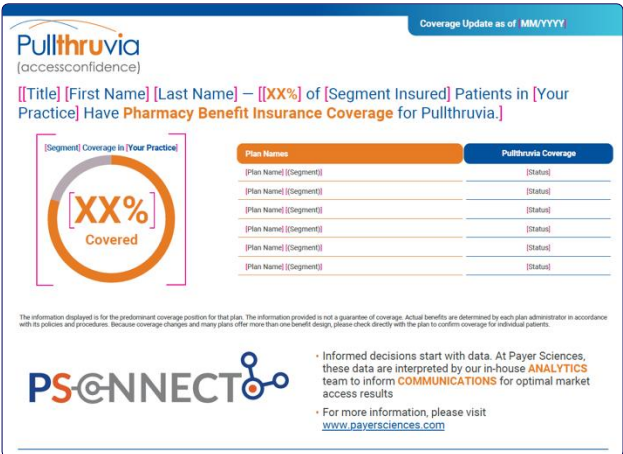
Pull-Through Messages

Prioritized HCP-specific messages to drive access forward



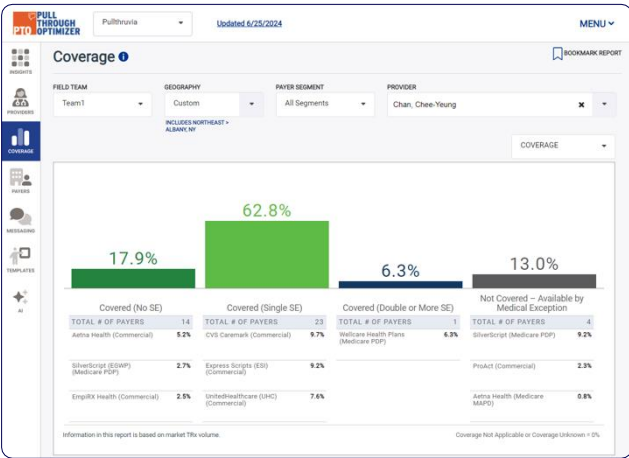
Communication Templates

Prebuilt communications customized for every HCP



Insight and Analysis

Actionable analysis to identify opportunity



PTO is a proven tool for 5 of the top 10 pharmaceutical leaders

“It’s so easy to identify opportunities, it’s like they are being handed to you on a silver platter.”
— Sales Representative

WHERE THERE WAS NO COVERAGE CLARITY

18%

Market share growth in areas with more frequent PTO use vs those with less frequent use

Real-World Examples

WITHIN A HIGHLY RESTRICTIVE CATEGORY

21%

Prescribing volume growth for PTO users vs nonusers

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

