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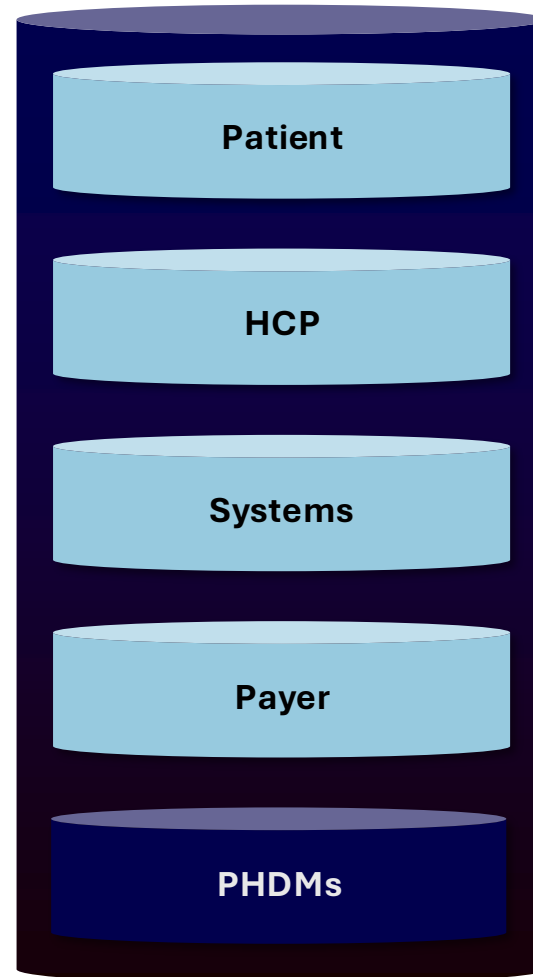
# SPARK™

Strategy Platform for Access-Ready Knowledge



# SPARK is our Strategy Platform for Access-Ready Knowledge— an AI-powered data engine providing valuable access insight

SPARK is a scalable AI-powered data engine enabling rapid execution across all deliverables



- > • Audience Prioritization
- > • Geographic Prioritization
- > • Co-Pay Card Optimization
- > • Access Score
- > • Access-Informed Rx Goal
- > • Audience Prioritization
- > • Pull-Through Messaging
- > • Account-Specific Engagement Plan
- > • Portfolio Product Prioritization
- > • Gini Scoring
- > • Account-Specific Coverage Goals
- > • Coverage Tracking and Dashboards
- > • Contract Analyzer
- > • Target Lists
- > • Tailored Messaging
- > • Programmatic Campaigns



# 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

