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VOLT™

Value Options and Levers Tabulator



Discover the Value Options and Levers Tabulator (VOLT)

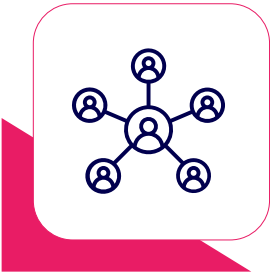


Our proprietary, evidenced-based approach digs deep into each of the 5 value domains that matter to PBDMs when determining coverage and protocols.

This systematic framework for value story development can be applied to any product within our client's portfolio, regardless of category, competitive landscape, or place in its lifecycle.

The result is a consistent blueprint utilized by access marketers for a trusted value narrative that translates across personal and nonpersonal marketing materials.

Our systematic process filters every piece of evidence through a decision-maker lens



Define audience archetypes

based on segmentation and/or organizations and decision-makers relevant to the patient population



Discover and map evidence

to segments' value drivers in each of the 5 core value domains: Context, Cost, Influence, Health Economic+, and Clinical



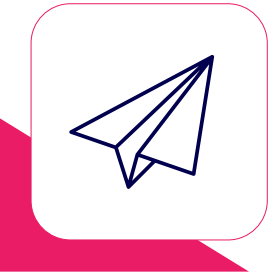
Evaluate evidence and brand value

to establish a value hypothesis and analyze how it may differ across segments. Validate in a cross-functional client workshop



Build a belief matrix and value blueprint

that translates value levers into value statements and core beliefs and positions into strategic direction for communications across segments



Create tactics and engage

via personal and nonpersonal channels, customized to key segments: disease awareness, PIE, value story, and tailored messaging



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

