



## YOUR ACCESS QUESTIONS ANSWERED— IN LESS THAN 72 HOURS

### How does Precision Rapid Pulse™ create more effective payer marketing strategies?

Rapid Pulse from PRECISIONvalue is a high-speed survey and analysis service that provides pharmaceutical marketers with rapid insights from market access decision makers.

Members of our internal team of former payers and subject matter experts, our Access Experience Team, will work with you to develop customized surveys that uncover real-time answers to your most important questions. Leverage this intelligence to quickly refine marketing strategies and tactics, optimize resources, and improve product performance.

### How does Rapid Pulse work?

#### 3 simple steps get you the market access information you need

#### 1. Develop your questions

Rapid Pulse is designed to provide hyper-focused managed markets insights. Drawing on the deep expertise of our subject matter experts and former payers, we help you ask the right questions to gain the most accurate and pertinent insight.

#### 2. Deploy the survey to our handpicked selection of access decision makers

PRECISIONvalue has a customized Rapid Pulse panel of decision makers from our proprietary network of 9000 managed care advisors representing payers, ACOs, hospitals, and health systems. This select panel receives the questionnaire online via our personalized Qualtrics survey platform to ensure rapid response.

#### 3. View the results and receive actionable recommendations

PRECISIONvalue will provide you with initial survey results within 72 hours, enabling your team to react to information and process ideas ahead of the competition. In addition, our industry-leading experts can transform your raw data into real-world insights within a week of data delivery. You'll receive actionable recommendations from former access decision makers to help you refine your current marketing strategy.



#### Most Payers Report Having Preferred Products

**6%** Exclusions are not common

**31%** About one-third cover all products at parity

**62%** About two-thirds have preferred products

#### Number of Worldwide Advisors

**9000**

**Rapid Pulse furnishes pharmaceutical marketers with the real-time knowledge needed to drive dynamic strategy in a rapidly shifting market access landscape.**

# ANSWERS TO YOUR ACCESS QUESTIONS— BEFORE THE MARKET TAKES ACTION

## When should I use Rapid Pulse?

Situations suited for Rapid Pulse include:

- A competitor receives a PDUFA date and expects to launch within the year
- The economic performance of your organization's drug is falling short of expectations
- A major player in the category extends exclusivity through patent extension or litigation
- Your organization needs to prioritize which attributes to feature in product communications
- A new drug you are marketing wins approval earlier than expected

## Case Scenario: Lagging Performance

- 1** | The flagship drug, launched last year, fell short of targets despite category-leading clinicals. Most disconcerting, last quarter's miss was the biggest yet.
- 2** | With strategic plans due in 6 weeks and no time to schedule in-depth interviews, the brand team engaged Rapid Pulse to uncover payer perceptions, attitudes, and concerns.
- 3** | Within 5 days of the survey response, it was clear that payers did not trust providers' diagnosis of the condition, nor did they recognize the agent's clinical differentiation.
- 4** | These insights allowed the brand team to focus its messaging and resources on overcoming the identified barriers to success.

ACOs, accountable care organizations; PDUFA, Prescription Drug User Fee Act.

## LEARN MORE ABOUT RAPID PULSE

If you're a current Precision customer, contact your account manager to find out more about our Rapid Pulse survey and analysis service. If you're new to Precision, please contact [info@precisionvh.com](mailto:info@precisionvh.com).

[precisionvalue.com](https://precisionvalue.com)

PRECISION **value**

a precision value & health team