



OPTIMIZE YOUR HCPS TREATMENT DECISION MAKING WITH RELEVANT HCP SPECIFIC MARKET ACCESS INFORMATION

When an HCP considers prescribing a drug, they want to know how accessible it will be for their patient. In fact, market access drives 50% of that decision.

Is your sales team using HCP-specific data to lean into cost and coverage conversations, or are they hiding behind anecdotal market access evidence?



Access Genius filters formulary, co-pay, prior authorization, and plan restriction information against sophisticated data models and an intelligent algorithm (not smart technology) –so you'll have hyper-relevant messaging for each HCP you target.

You need to drive radical Rx growth.
We're ready.

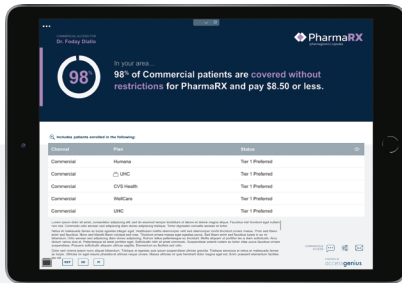
In recent studies, Access Genius:

- ▶ **Doubled prescription rates** across 14,000 HCPs for one major brand
- ▶ **Demonstrated 4:1 return on investment**
- ▶ **Delivered a \$27M increase in sales** compared to generalized data

AccessGenius™
A PRECISION AQ® PRODUCT

Tailored to your brand. Targeted to your HCPs. Updated monthly.

Other formulary tools crunch geographic data using ZIP codes instead of HCP-specific data. Access Genius drills down to each prescriber's actual patient population. That's powerful specificity for point-of-care decisions.



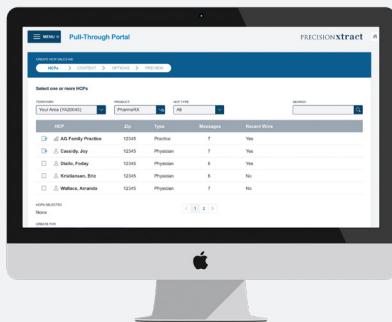
Deliver a hyper-relevant message

No matter what the circumstances are, your sales force knows the optimal market access message to deliver to each target HCP each time you talk.



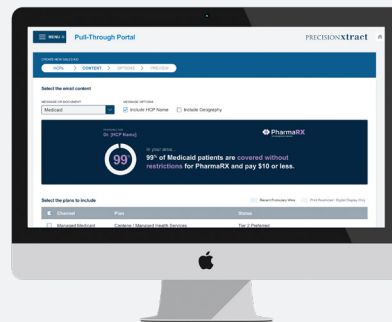
Message HCPs through multiple channels

Reinforce messages even when you're not face to face. Generate print-on-demand leave-behinds, Veeva-approved email, social media and other digital touchpoints.



Radically shift HCP conversations

Sales calls aren't predictable. Empower reps to pivot from discussing different coverage types to describing how to navigate possible restrictions without missing a beat.



Enjoy a seamless user experience

Access Genius incorporates your brand strategy, business rules and sales team's goals, giving every user an exemplary experience.

Reimagine your pharma brand strategy with radically effective market access messaging. To see Access Genius in action, email infoaccessgenius@precisionvh.com.

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To learn more about Precision AQ, visit www.precisionaq.com

