

# Optimize your digital engagement strategy from a single platform

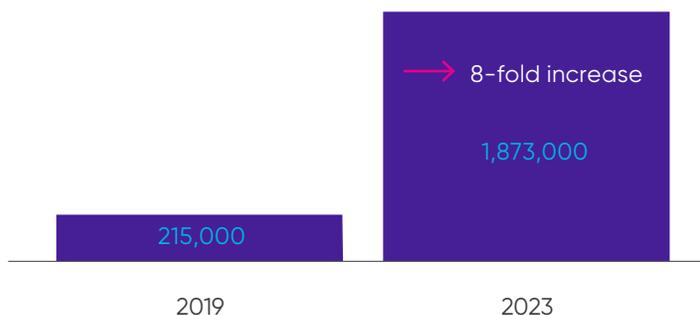
## What is FormularyDecisions?

**FormularyDecisions** is a secure online platform that supports the exchange of information between healthcare decision makers (HCDMs) and biopharma companies. FormularyDecisions delivers real-time insights to understand perceptions about your product and information throughout its lifecycle.

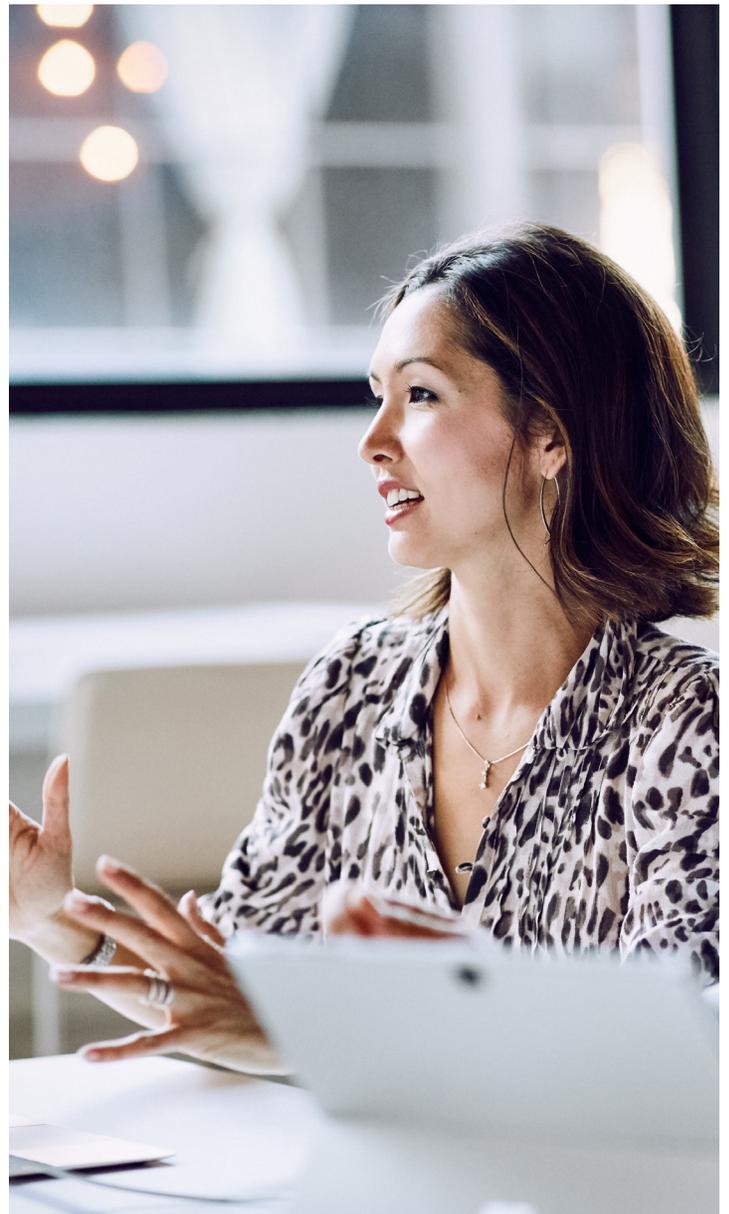
## Why FormularyDecisions?

Digital communication is becoming an increasingly important component of a comprehensive HCDM engagement strategy. Nearly 100% of HCDMs surveyed agree that it is important for biopharma companies to include both traditional and digital channels when communicating product-related information.<sup>1</sup> FormularyDecisions is reflective of this, as HCDM activity during the past 5 years increased 8-fold.

### FormularyDecisions HCDM activity



1. FormularyDecisions DoF 2022.



## Engage

### Who will you engage with?

- HCDMs essential to the formulary evaluation and decision process represent more than 1,200 diverse private and public payer organizations
- Users represent more than 288 million Pharmacy Benefit Manager (PBM) covered lives across the United States
  - Over 95% commercially insured
  - More than 90% of Medicare beneficiaries
  - Greater than 95% Managed Medicaid

### FormularyDecisions provides a forum to disseminate product information

#### Resource Center

Dedicated biopharma company provided information on the product page

#### Spotlight

Visually highlight key product information in an anchored position on the product page

#### eDossier

Streamline HCDM acquisition of product dossiers starting in pre-approval

### Here is what users are saying about FormularyDecisions!

"The team I oversee uses FormularyDecisions to find pertinent research instead of utilizing individual sites/web searches. Additionally, the dossier request tool is important – most of the team doesn't have a relationship with the pharma reps, so having a centralized place to request information is much easier than trying to track down a contact with individual manufacturers."

Vice President, Medicare Part D, PBM

"FormularyDecisions is a trustworthy resource that provides access to high quality, factual, and up-to-date information on medications. It helps my organization stay abreast on new therapies, review medications currently on the market, and better understand the complex and rapidly changing specialty drug marketplace."

Pharmacist Program Manager, Health Plan

## Monitor

- Know which organizations are actively reviewing your product as well as your competitors
- Leverage HCDM activity metrics to assist with field team targeting
- Stay updated on publicly available evidence utilized by HCDMs regarding your product and comparator products

## Understand

Gain key HCDM insights to better inform market access and evidence generation strategies

- Drivers of reimbursement decisions
- Evidence gaps
- Perception of product value
- Recommendations for additional clinical and/or economic information

Learn more

Schedule a demonstration

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