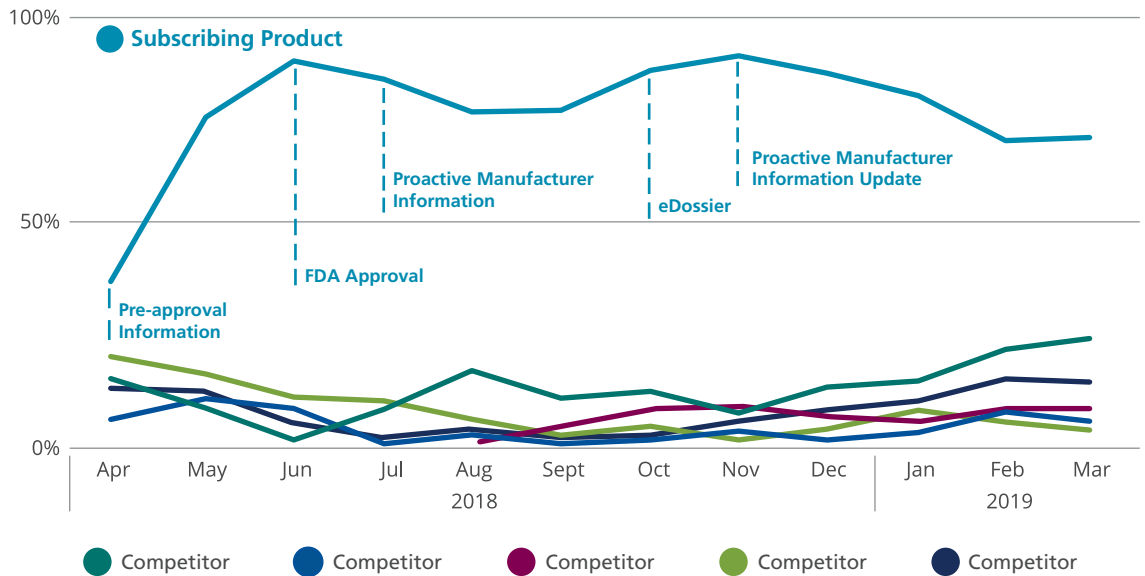


Maximize Brand Visibility with FormularyDecisions

FormularyDecisions is a trusted platform that facilitates the exchange of information between life sciences companies and **qualified, active payers**. From pre-approval through post-launch activity, engage, monitor, and understand payer perceptions of your product vs. your competitors' products to better inform your market access strategies.

Drive Payer Activity and Brand Visibility vs Your Competitors

Trending: % of Payer Activity Based on real Payer activity data



REACH

The largest active online US payer community – 2,100+

DRIVE

Awareness & activity for your product

UNDERSTAND

Ongoing syndicated payer feedback to inform strategies





MONITOR

Product & competitor activity

ACCESS

Interactive dashboard insights

Ensure internal teams have access to key payer insights through **FormularyDecisions**

 Insights	 Market Access Marketing	 Medical	 HEOR
Uncover key factors driving preferred reimbursement	X		
Discover information gaps payers perceive in your evidence	X	X	X
Compare your product evidence sources accessed most by payers	X	X	X
Know which payers review your product and your competitors' products	X		
Evaluate payer value ratings for your product; compare with your competitors' ratings	X	X	X
Track and assess payer usage of manufacturer proactive and reactive materials and platform-generated evidence	X		X
Access reports from the Institute for Clinical and Economic Review (ICER), and identify the importance value frameworks play in payer reviews	X		X

To learn more, visit [FormularyDecisions.com](https://www.formularydecisions.com)