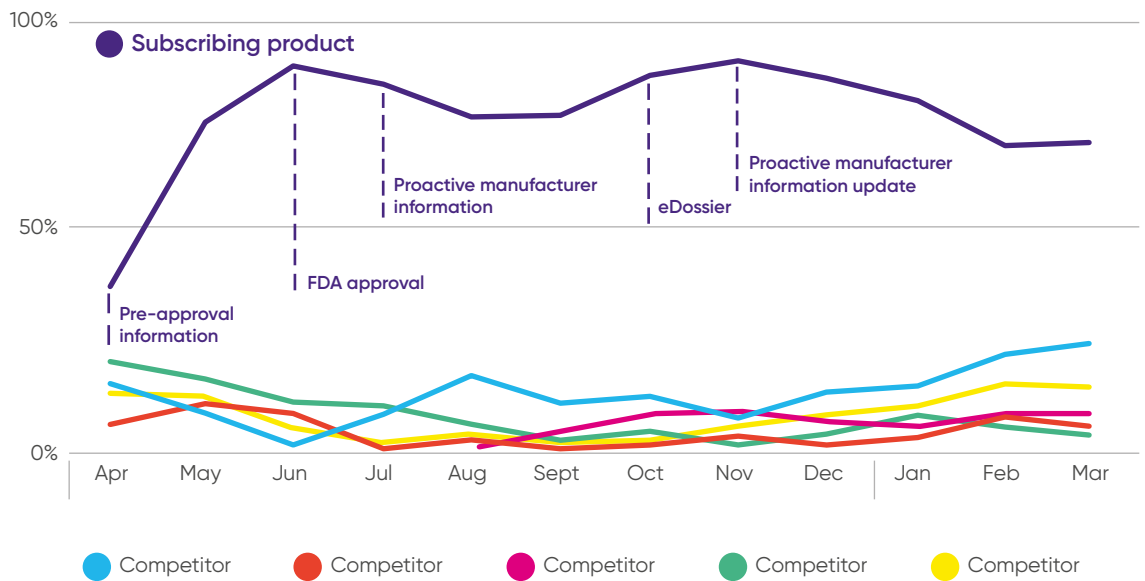


# Maximize Brand Visibility with FormularyDecisions

**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 – 2,500+





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

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