

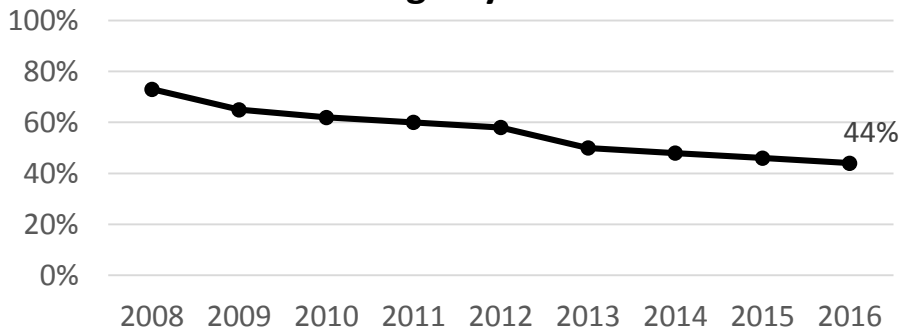
# COMMERCIAL TARGETING

Leverage *Transparency Data* to ensure targeting of accessible, high-value physicians and optimize the impact of field force interactions

## THE ISSUE

Practice consolidation and “no see” rules are challenging biopharma’s most effective sales tool. At the same time, new and complex therapies necessitate a need for face-to-face interaction, making it paramount to understand rep access at the physician level.

### Declining Physician Access



Most recent ZS Associates survey suggests just 44% of U.S. doctors are rep accessible

## OUR SOLUTION

### Identify Accessible Physicians

We leverage millions of company-reported payments to measure accessibility at the physician level



#### Accessible:

Recently reported promotional meal payments



#### Inaccessible:

No recent promotional meal payments

### Segment and Prioritize by Market

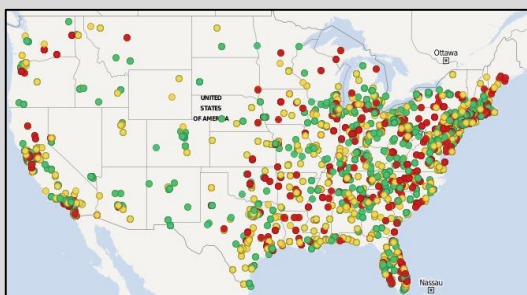
Within the accessible physicians identified, we then examine the frequency of product level interactions to prioritize high-value targets



Frequent meal payments from leading brands within a market

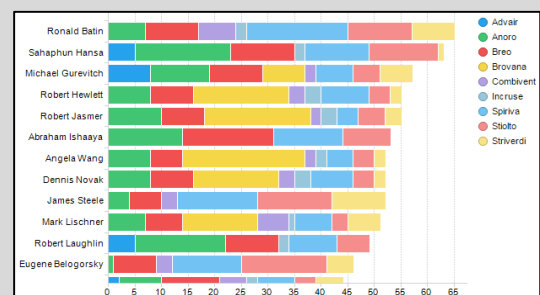
**CASE STUDY:** A top-30 pharmaceutical company sought to measure accessibility and share of voice within target prescribers in the chronic obstructive pulmonary disease (COPD) market

### Measurement of Prescriber Access



Key Output: Exhaustive registry of U.S. pulmonologists, tiered by rep accessibility

### Target Segmentation & Prioritization



Key Output: Prioritized set of accessible, high-value targets, with share of voice for key COPD products