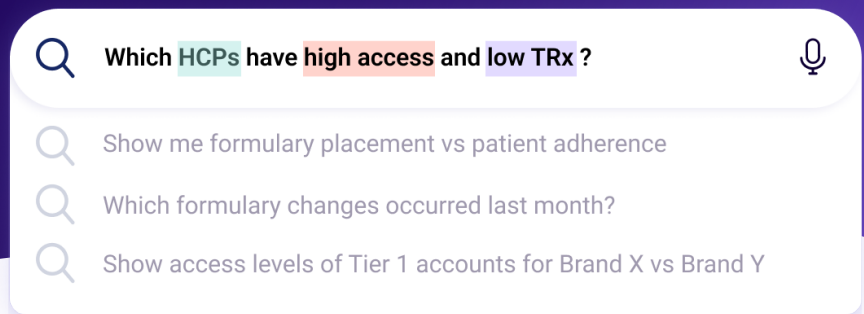


Market Access



Real-time insights to inform access strategy



Market Access Challenges Today

Pricing, launching, and negotiating reimbursement levels for new treatments requires multidimensional analysis of many factors—clinical efficacy, cost-effectiveness, patient outcomes, and impact to healthcare systems, to name a few. It's overwhelming to analyze volumes of data flowing from CRMs, ERPs, EMRs, and third-party sources like IQVIA and Symphony—not to mention the headaches associated with legacy systems aligning the needs and requirements of various stakeholders (e.g., regulators, payers, and HCPs).

Market access teams have their work cut out for them, but AI-powered analytics can help.

AI-Powered Analytics for Market Access Teams





Tellus helps market access teams make better-informed access, pricing, and product launch decisions. The platform offers:

- A Google-like natural language search interface and AutoViz layer for ad hoc exploration
- Robust automated insights to isolate key drivers, root causes, and anomalies
- Intuitive point-and-click live dashboarding, reporting, and embedded analytics
- Accessible advanced analytics such as AutoML

This approach allows market access teams to self-serve ad hoc analysis to better inform decision-making and become truly data-driven.

Why Tellus for Pharma Market Access

Tellus is an AI-powered analytics platform that enables life science organizations to answer ad hoc questions and get faster insights from multiple sources easier, using ML-automation.

-  Get to the root cause of access changes with ML/AI, speeding up the time from insight to action.
-  Rapidly explore formulary, claims, and target list data in natural language for better, data-driven decisions.
-  Easily connect, blend, query, and draw insights from a variety of internal and syndicated data sources (e.g., Symphony, IQVIA, etc.) to unlock the power of Big Pharma data.
-  Automate manual formulary monitoring through intelligent augmentation, freeing up time and reducing risk.

MARKET ACCESS USE CASES

Market Access Performance Monitoring & Optimization

Market access and brand teams can use Tellius to track access performance across brands, geographies, and segments, in real-time based on a unified view of sales, formulary, and third-party data from IQVIA, Symphony. Natural language-based query and automated insights reveal the impact of market access changes on commercial performance so teams can course-correct quickly to market events.

Predict Impact of Access Changes

Identifying and predicting the impact of access changes across payers is more of an art than a science today. Tellius changes this. The platform's AI-powered automated insights quickly highlight the impact of real-time access changes across payers to your brands—and can go the next step to predict the impact of potential access change scenarios via AutoML—to better inform contract discussions/negotiations and ultimately drive profitability.

Formulary Monitoring

Tellius enables market access and brand teams to monitor access changes and brand performance in real-time. This enables teams to more quickly identify opportunities and risks. It can also inform reimbursement contract negotiations.

HCP Targeting

AI-powered analytics enables market access and home office teams to identify access growth opportunities by identifying HCPs with favorable access yet low prescription levels. This is possible by overlaying granular access data with 3rd party HCP prescription data, combined with automated insights and multiple visualization options. The output target HCP list can be easily shared with field reps.

Success Story

A global pharmaceutical firm's market access team detected a 12% drop in market share for a particular drug. Using AI-powered analytics, the firm identified the systemic drivers of underperformance and growth opportunities, informing pull-through strategy. The resulting course correction drove an increase in the brand's market share by 7%, contributing \$7.19 million in sales; reaching underserved HCPs using new channels to achieve a 43% increase in demand; and improving response time to market changes by using Tellius Auto-Insights to identify drivers behind trend breaks.

43%

increase in demand
by reaching
underserved HCPs

\$7.2M

sales increase

7%

**increase in brand's
market share**