



# PULSE Analytics

Powered by The Dedham Group

## Decision Support Tools for Market Access

Navigate the complexities of market access effortlessly with PULSE Analytics. From payer policies to clinical pathways, we provide deep insights to overcome barriers to life-saving therapies. Our intuitive suite of web-based tools empowers pharma companies to predict, understand, and influence patient access effectively.

### Access Market Data and Analytics with Precision, Timeliness, and Granularity



Support strategic engagement planning to enhance pull-through.



Optimize targeting and resourcing through the lens of value and quality.



Develop better engagement plans and seamlessly identify key decision makers to target.



Navigate the ever-evolving payer market and the policies that impact access to your brand.



Map out which entities are using 3rd party pathways and overall adoption in key territories.



Engage NCCN panel members with clinical influence in relevant indications.

# PULSE Decision Support Tools Give You Insights On:

## Clinical Pathways

- Evaluate clinical pathways adoption by payers and providers, implementation sophistication, financial incentives/penalties and brand-specific access risks or opportunities.

## Payer Quality of Access

- Evaluate coverage restrictions down to a specific indication, line of therapy & regimens, plus regional coverage targets and competitive access, to determine coverage threats & opportunities for targeted planning.

## Provider Key Accounts

- Establish understanding of high-impact key accounts through assessment of indication-specific clinical, operational and economic behavior & trends to optimize targeted engagement strategies and operationalize tactical planning approaches.

## Key Decision Makers

- Discover relevant clinical & non-clinical key decision-makers in oncology across specialties, accounts, networks, and geographies, while gaining insight into their broader spheres of influence, to optimize targeted engagement strategies.

## Net Cost Recovery

- Explore provider channel economics, including reimbursement trends, net cost recovery dynamics, and impact on account behavior to inform channel strategy.

## Alternative Payment Models

- Evaluate and monitor the landscape of oncology value-based reimbursement models, including provider/payer participants, program structures, implementation requirements, and other value drivers to understand their impact on patient care.

## Medical Benefit Management

- Profile medical benefit manager (oncology, lab, radiopharmaceutical) payer partnerships & understand the payer and provider market access impact of MBMs on your target brands.

## Distribution Analog Launch Planning

- Evaluate analog distribution and dispensing trends to inform model design and channel strategy based on product and indication-specific characteristics.

## VA Oncology Access

- Visualize & track VA oncology access to support engagement efforts across national and site-level VA stakeholders.

## A Powerhouse Partner Propelling Life Sciences

Ready to Simplify Market Access?  
**Let's Talk.**

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