



 **The Dedham Group**
a norstella company

PULSE Analytics

Powered by The Dedham Group

**Predict, Understand and Influence
Patient Access**

About PULSE Analytics

Pharma companies require deep insights to navigate the challenges of market access. From payer policies to clinical pathways, there are numerous factors that can hinder the access of life saving therapies. PULSE Analytics is an intuitive web-based suite of tools that allow pharma companies to predict, understand, and influence patient access. It offers the most comprehensive, granular datasets with access to IDN profiling data, clinical pathways exposure, brand positioning, and payer policy restrictions by brand. Engage with key decision makers and target the right customers with PULSE Analytics.

Market access data and analytics that's accurate, timely and granular.



Understand the quality of market access and how to influence that position, since access is not binary.



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



Engage NCCN panel members with clinical influence in relevant indications.



Leverage data on how your product stacks up to the competition on clinical pathways.



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



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

Available Models

Gain Insights into Pathways, Providers, Alternative Payment Models and Medical Benefit Managers

Provider Analytics

Extensive profiles of 90 providers, detailing operational infrastructures, brand specific management of 150 brands by pathway, and payer affiliations.

Pathway Analytics

Detailed payer and 3rd party clinical pathway positioning on over 300 brands, oncologist pathway exposure and growth, key decision-maker targeting and account level details.

Alternative Payment Model

Details on the evolving alternative payment/value-based reimbursement model in oncology across commercial and Medicare payers.

Medical Benefit Managers

Analysis of which payers are influenced by medical benefit managers for their policy development and brand management.

Key Decision Makers

Offers access to deep profiling of key decision makers in oncology across critical accounts, their network, and surround sound influence on decision making.



Smoothing and Simplifying Access to Therapy

MMIT solves the what and why of market access, helping to move therapies from pipeline to patients.

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