

Provider Market Access

Provider Market Access combines the advanced capabilities of *Zephyr Illuminate™* with DRG's rich market access data to dramatically improve account planning, customer engagement and sales effectiveness by operationalizing formulary data for commercial teams.

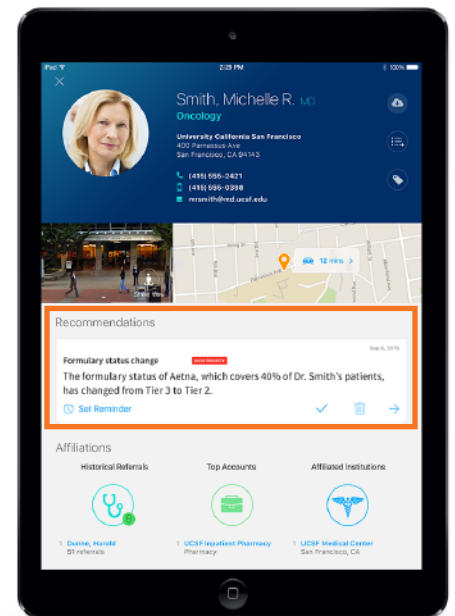
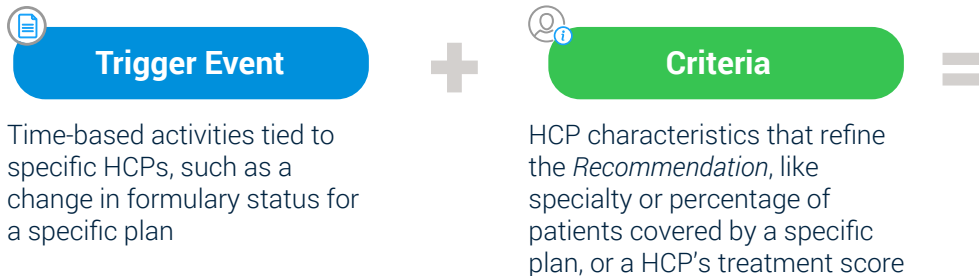
Plans by Share	Products by Share		
	Acmeimab 43% Share	Competitorimab 37% Share	Rituximab 20% Share
CVS Caremark Performance 32% Share	Tier 2	Tier 2 PA	Tier 2 PA ST
Express Scripts National Preferred 18% Share	Tier 2 QL	Tier 2	Tier 3 QL
Aetna Premier 5-Tier Open 15% Share	Tier 3	Tier 4	Tier 4 PA

Market Access Potential

By linking DRG data, physician prescription behavior, and market access analytics, *Zephyr Illuminate* maximizes account penetration based upon better formulary coverage compared to competing therapies. With these rich new insights, and *Zephyr Illuminate's* comprehensive healthcare provider (HCP) profiles, commercial sales teams can pinpoint new opportunities at the individual HCP level, target the highest value physicians and maximize sales pull-through.

Market Access Recommendations

Zephyr Recommendations contextualize market events, like formulary status changes for individual healthcare providers (HCPs), and push real-time notifications to field representatives with actionable next steps.



Key Benefits

Easily identify targets with the most untapped potential by comparing formulary access with current prescription volume

Improve visibility across teams and better coordinate commercial field efforts with Managed Markets teams to maximize sales opportunities