

Market Access Marketing Challenges? Respond With Precision



PRECISIONvalue is a full-service agency, focused solely on optimizing market access, with an unparalleled team of experts well-versed in supporting and advancing market access goals.

Accelerate Your Success



▲ **Partner with a team of former payers** to proactively curate insights and understand the drivers of decision-making to inform resources that resonate with access decision makers



▲ **Deliver compelling messaging and payer value propositions** by leveraging deep managed markets experience and a customer-centric value message development process

Precision by the Numbers

300+

Primary care and specialty products supported

150+

Payer-focused launches (including 100+ in the specialty space)

25+

Access decision makers on staff

PRECISIONvalue Services



Market Access Marketing

Demonstrate the full value of your product and secure optimal access with Precision's full-service agency expertise



Access Experience Team (AET)

Derive unparalleled insights across all major market channels from our team of 25+ former payers with expertise in government and commercial health plans, IDNs, PBMs, employers, health systems, and specialty pharmacy



Precision Access Institute (PAI)

Create more knowledgeable, confident, and credible customer interactions with PAI, our on-demand e-Learning platform, featuring content curated by AET



Value & Access Insights Forums

Gain relevant strategic market insights and identify opportunities to improve access by engaging influential access decision makers in this unique virtual meeting platform



Precision Rapid Pulse™

Refine marketing strategies and tactics, optimize resources, and improve product performance by leveraging our high-speed survey and analysis service

Experts

PRECISIONvalue assembles experts to provide innovative and effective approaches to demonstrate value.

Employer Customers



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Health Plans



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Schedule a consultation to see how we can meet your needs.

Contact us at info@precisionvalue.com to set up a time today!

To learn more about PRECISIONvalue, visit www.precisionvalue.com.

PRECISIONvalue

a precision value & health team