

# Optimize your digital brand strategy from a single platform

## What is FormularyDecisions®?

**FormularyDecisions** is a trusted digital platform that facilitates the exchange of information between life sciences companies and **eligible, active healthcare decision makers (HCDMs)**. Throughout the product lifecycle, understand perceptions of your product.

## Why FormularyDecisions?

Digital communication is an essential component of a comprehensive HCDM engagement strategy. Nearly 80% of HCDMs surveyed agree that it is important for manufacturers to include both traditional and digital channels when communicating product-based information. **FormularyDecisions** optimizes this engagement.

### HCDM activity during the past 5 years



## Engage

Who will you engage with?

- HCDMs essential to the formulary evaluation and decision process represent more than 900 diverse private and public organizations
- Users represent 269 million covered lives across the US
- Over 95% commercially insured
- More than 90% of Medicare beneficiaries
- Greater than 50% of Medicaid beneficiaries

FormularyDecisions provides a forum to disseminate product information

### eDossiers

Efficiently respond to HCDM requests for product dossiers

### Spotlights

Highlight key product information for HCDMs

### Resource Center

Provide a repository of manufacturer product information to help support decision making

## Monitor

- Know which organizations are actively reviewing your product as well as your competitors
- Leverage HCDM activity metrics to assist with field team targeting
- Uncover where HCDMs spend time viewing your content
- Stay updated on publicly available evidence utilized by HCDMs regarding your product and competitor's products

## Understand

Gain key HCDM insights to better inform market access and evidence generation strategies

- Drivers of reimbursement decisions
- Evidence gaps
- Perception of product value
- Recommendations for additional clinical and/or economic information

## Here is what a user is saying about FormularyDecisions!



The team I oversee uses FormularyDecisions to find pertinent research instead of utilizing individual sites/web searches. Additionally, the dossier request tool is important – most of the team doesn't have a relationship with the pharma reps, so having a centralized place to request information is much easier than trying to track down a contact with individual manufacturers."

– Vice President, Medicare Part D, Pharmacy Benefit Manager (PBM)

[Learn more](#)

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