

# WHAT HAPPENS WHEN HCPS GET THE RIGHT MESSAGE

When HCPs receive targeted access messaging, prescribing behavior changes, patients benefit, and market share grows.



Real-world client-led studies across therapeutic areas show the measurable impact of getting the message right.

## ONCOLOGY: Reliability at Scale

Oncology demands accuracy and trust. Every decision matters. Can personalized access strategies deliver here?

Two separate studies, done a few years apart, say yes:

### STUDY 1:



ROI **7:1**,  
**\$3.6M** in just **4** months

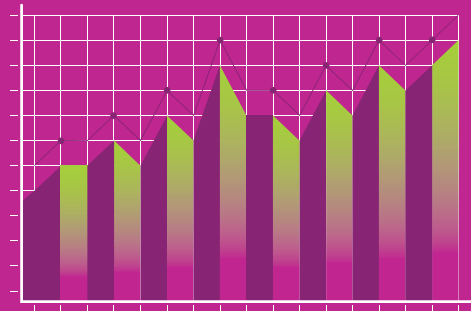
### STUDY 2:



Same ROI, same revenue impact—  
proving consistency over time

### THE TAKEAWAY:

Consistent ROI across time periods  
and HCP groups proves scalability.



## CNS IMPACT: Complex Areas, Consistent Results

CNS is one of the toughest therapeutic areas. Multiple conditions, nuanced treatment paths, and high barriers to influence.

Across three studies, it was proven that even in challenging therapeutic areas, personalizing access messages works:

### STUDY 1:



ROI **9.5:1**,  
**\$8.8M** in 9 months

### STUDY 2:



ROI **13:1**,  
**37%** email open rate  
vs. **29%** benchmark

### STUDY 3:



**2×** higher prescribing  
propensity, **31%** growth  
vs. **15%** control



### THE TAKEAWAY:

When messages feel relevant,  
HCPs respond, even in the  
hardest-to-reach spaces.

## PRIMARY CARE: Big Volume, Big Impact

Primary care is about informed choices. Every day, HCPs weigh drug efficacy, patient outcomes, and access. So what happens when you deliver the right message at scale?

A major pharma brand piloted personalized access messaging across 11,300 HCPs. The results were striking:



**4:1**

ROI: 4:1



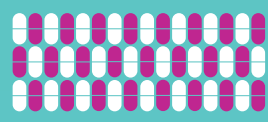
**\$27M**

in additional sales



**+4.1**

prescriptions per  
clinician annually



**46,300**

additional  
prescriptions

### THE TAKEAWAY:

Targeted messaging scaled across  
thousands of clinicians delivers  
measurable growth.



**AccessGenius®**

A PRECISION AQ™ PRODUCT



No matter the therapeutic area or where your brand is in its lifecycle, AccessGenius drives stronger access performance and measurable ROI. From launch to LOE, we equip your teams with actionable insights and proven strategies that deliver results.

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