

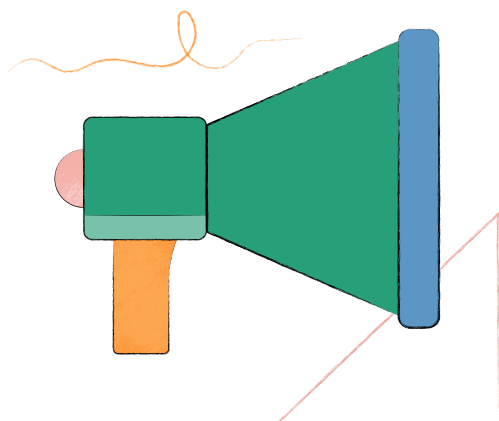
Market Access Data & Insights



Drug Coverage Promotional Grids

A Pull-Through Platform

... quick and easy creation of multi-account drug coverage grids for prescriber targeting & messaging



A Step-by-Step Mobile Drug Coverage Grid Creation Platform . . .

Whether you are out in the field or in the home office, Breakaway's drug coverage pull-through solution seamlessly integrates coverage data with your pre-approved medical, legal, regulatory brand promotional templates.

Grids are mobile friendly, print ready, with archiving capabilities.

Drug Coverage Grid Details Include

- Indicate Clinical or Market Access Messaging by Brand for Prescriber Targeting
- Segment Your Advantaged, Disadvantaged, or Parity Positioning by Brand or Drug Competitor
- Choose a Market Segment and/or Prescriber Profile for Pull-Through or Push-Through Optimization
- Medical & Pharmacy Data by All Market Segments Viewed Side-by-Side in Grids
- Drug Coverage Nomenclature is Tailored to Your Business Requirement

Platform Includes

- Client Service Requests & Support
- Multi-Select Drug, Geographies, & Market Access Segments
- Step-by-Step Drug Coverage Grid Process
- Definition/Logic of Your Prescriber Opportunities
- Administration Tool: Grid Utilization, Reporting, & Analytics
- Optional SFA Integration
- Platform Notifications & Support

My Templates ?



My Cards ?

Search:

Name	Template	Updated		Action
Competitor Grid	Multi Brand	4/9/2019, 11:34:00 AM		
Commercial	Commercial Multi-Plan	10/5/2018, 9:30:50 AM		
Commercial - Multi-Plan California	Commercial Multi-Plan	9/20/2018, 2:14:41 PM		
District - Mid Atlantic - Preferred Managed Medicaid	Single Plan	9/20/2018, 10:52:54 AM		

Showing 1 to 4 of 4 entries

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Card Designer: Commercial Multi-Plan

[Geography](#) > [Plan & Drug](#) > [Name & Save](#)

[Next](#) >

Plan Selection

Plan Name	Lives	Afrezza
↑ OptumRx: Generic Centric	13,294	Preferred
↑ CVS Caremark: Standard Control	195,684	Covered
↑ Express Scripts: National Preferred	130,063	Covered
↑ Highmark Blue Shield (PA): Comprehensive 3-Tier (Pre-ACA)	117,394	Covered
↑ Highmark Blue Shield (PA): Essential	58,851	Covered
↑ Capital BlueCross: Open / Closed	126,469	Covered w/ Restrictions
↑ Independence Blue Cross: Value	39,330	Not Covered
↑ Cigna: Standard 3-Tier	17,928	Drug Excluded

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