

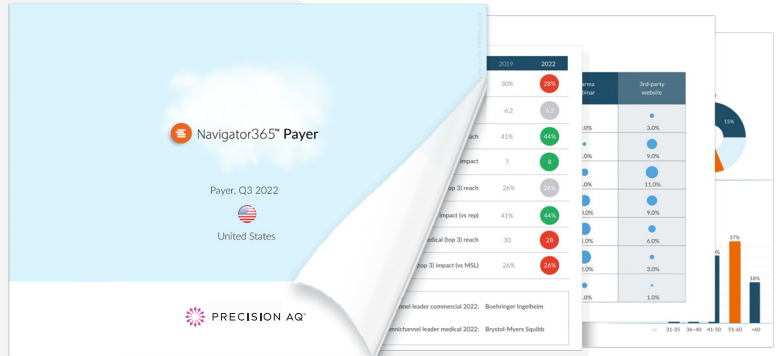
Navigator365™ Payer

Engage your Payer audience with the right channels, right frequency and right content

Want to know the best way to engage with your Payer audience? Let them tell you!

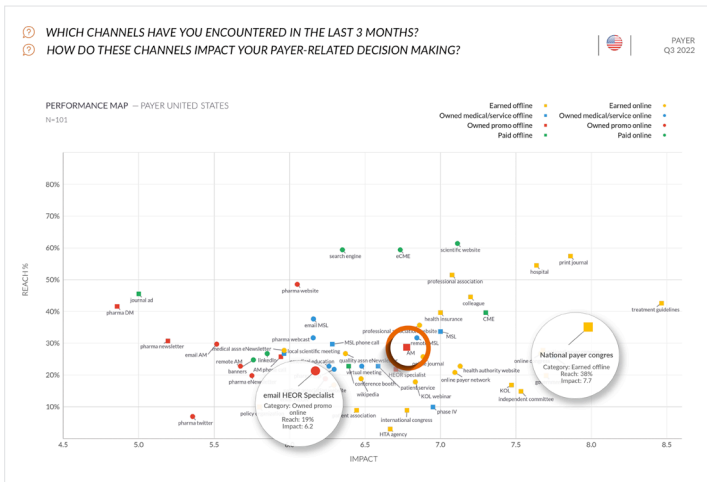
Payers, just like physicians, are increasingly accessing their information through digital channels. This has created an untapped opportunity for pharma to reach and engage with Payer audiences, in line with their specific affinities and content and media preferences.

Based on the successful Navigator365™ Core – a treasure trove of actionable data gathered from over 60,000 healthcare professionals worldwide – **Navigator365™ Payer** leverages similar robust primary research to offer you valuable insights into the Payer landscape.

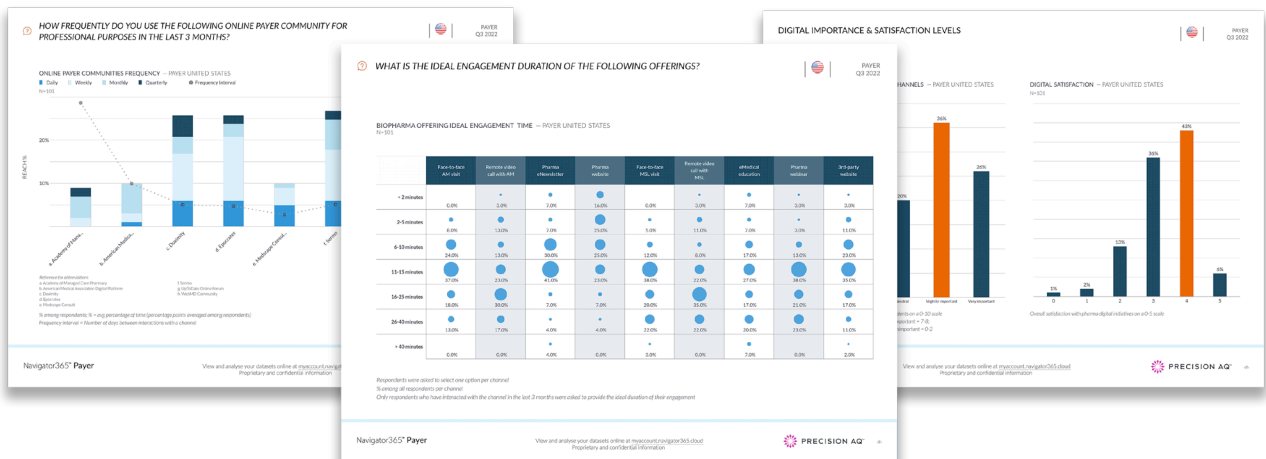


Learn how to move to a truly personalized omnichannel experience for your Payer target audience

Navigator365™ Payer offers you the tools and evidence you need to answer your key Payer-related questions.



- ✓ Communication preferences of your Payer audience
- ✓ Channels your target audience interacts with most frequently
- ✓ Impact of specific channels on your Payer audience’s decision-making
- ✓ Optimal channel, content, and media mix to create an unparalleled customer experience
- ✓ Best 3rd-party media to optimize your media spend
- ✓ Understand how your company compares with competitors in the eyes of your Payer audience

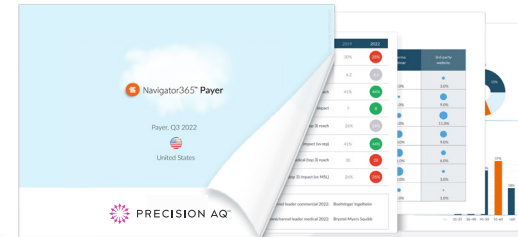
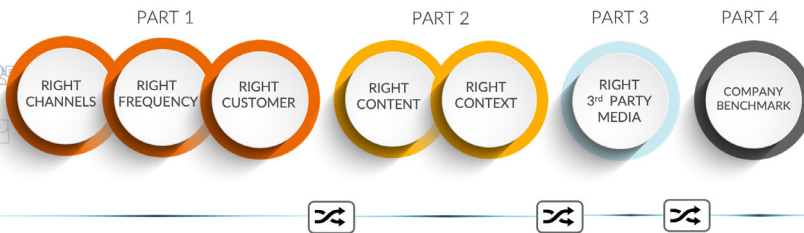


Access a wealth of actionable insights to help you deliver a truly customer-centric experience

Covers over 50 on- and offline channels (owned, paid and earned).

Navigator365™ Payer research is delivered in easy-to-digest reports, structured in four parts.

Reports are available in PDF and PPT formats.



As part of the Navigator365™ product suite, Navigator365™ Payer leverages almost **10 years of industry-leading Navigator expertise** – with a global footprint and unparalleled technology base. Last year we conducted for Navigator365™:

20,000 SURVEYS | IN 40+ COUNTRIES | ACROSS 6 CONTINENTS

More than 50 biopharma companies use Navigator365™ for OCE insights, planning and tracking.

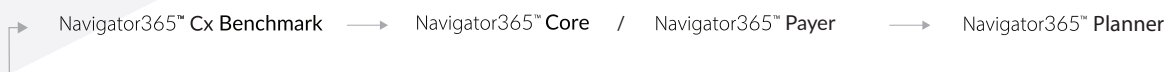
Get in contact

Book a **30-minute exploratory call** with one of our omnichannel experts and learn how **Navigator365™ Payer** can help you shape an impactful omnichannel customer engagement strategy for your Payer audience.



Scan the QR-code to learn more or email us at: customercare@precisionaq.com

Navigator365™ REIMAGINE CUSTOMER ENGAGEMENT



Omnitopia™